

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXVIII

NEW YORK, JULY 16, 1914

No. 3

## Blazing New Paths

One of the interesting problems constantly confronting us is that of creating new forms of presentment for the advertising of old and valued clients.

Mr. Charles E. Hires was one of the pioneers in advertising. The beginning of his business was coincident with the founding of N. W. Ayer & Son—and we have traveled the pathway of business life side by side.

During all these years the Charles E. Hires Company has placed its advertising through this house—with one brief exception, best cited in Mr. Hires' own words,

"Speaking of agencies, I have stayed with Ayer continuously except for a year with . . . long ago, and one season when I shifted the account to a Middle Western concern—since defunct. Since then I have spent very little time listening to the siren of the cut-rate agent."

Hires advertising has covered all branches—magazines, newspapers, billboards, etc. Each year we have endeavored to invest it with renewed interest. This season a new figure (pictured above) has been introduced. This is merely cited as an example of the fresh view-point this house is ever able to offer its clients, no matter how long we may have served them.

N. W. AYER & SON

Philadelphia

Boston

New York

Chicago



(This is Advertisement Number Forty-two of a Series.)



# 3,396,505 People Ride DAILY

on the Greater New York transportation systems under our advertising control.

This is *over TWO-THIRDS* of the total passenger traffic of the metropolis.

*All* of the city's rapid transit systems are included, giving us the "cream" of car circulation—FAR-RIDING passengers.

Our figures are from the official reports of the Public Service Commission.

**WARD & GOW, 50 Union Sq., NEW YORK**

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893  
VOL. LXXXVIII NEW YORK, JULY 16, 1914 No. 3

## South Africa Offers Big Sales Opportunity

Some Misapprehensions Corrected and Good Business-Getting Suggestions Made

By John Chapman

THE one best export bet for 1914 is South Africa. You can't get away from it' from any angle, whether you depend on Consular Reports, world business charts or hearsay evidence. Even the pessimist picks South Africa right now on the basis that if there is good business anywhere it must be far to the South and East or West of us—and that's South Africa or open sea.

My first trip on the export road back in 1888 was to South Africa selling English teas. I've hit there three times since and every time I marvel at "how the child has grown." Why, back in the eighties a traveler brought the latest news with him even if a year from home—now there's the Central News Company with a capital of a million.

Imagine a vast territory, rich in every natural resource, animal (cf. T. R.), vegetable, and—first, last and always—mineral, where diamonds, gold and more prosaic but nevertheless cash-bringing metals are there in such abundance that they have to work out valorization plans to keep them from being beastly common y' know.

### NOT A BOOM MARKET

The principle I try to follow out in circling the globe is to include as many developed markets as possible, as many more semi-speculative and the few boom sections as cream. Southern Brazil, the Canadian Northwest and South Africa all have been on my

boom list at times, but of them only South Africa at the present moment is in line for my advance cards.

The reason is simple: the people there stopped the boom to take breath and look around at just the right time, while the other two thought that they were too busy to put their houses in order.

Just now, South Africa (and it's nearly eighteen months since it started) is in the market for the best in any manufactured line whether it be grape juice or cartridges, and quality is what counts.

South Africa, even if poor, couldn't afford "seconds," for it's rich beyond avarice and doesn't think of them, and the maker who forgets this has public opinion and now a "dumping clause" both to reckon with.

Just put yourself in the place of the inland South African user. What would you pick, the best in any given line or the cheapest, when 30 per cent would cover the difference? There can be but one answer.

Sandwiched in between requests for color presses and church organs the South African now calls for novelties and again novelties, where a dozen years ago he demanded, with true British (I'm Scotch) conservatism, "strength in working parts."

### ARE EASY TO CONVERT

That staid English trait is crossed with the "try anything once" feeling that comes from travel and mixing, and now that

the bloom is wearing off, it's getting to be a search for the brands "you will eventually buy," and a kind heaven watch over the maker who thinks his prestige here is going to help him there, after his newer competitor with an equal product gets established.

The one big thing to bear in mind from the tinkle of the breakfast gong to taps is that South Africans are human beings, speaking English and understanding American. It is not necessary to try any Alice in Wonderland tactics on them as did one Norwalk manufacturer, who ran his ads upside down in bold face in an effort to please.

Every American business man has some acquaintance who is unconsciously a typical South African. You know whom I mean, the man who is a bully fourth at auction, but plays an indifferent hand poorly, though a strong hand superbly, wears a four-dollar cravat with an ordinary looking suit, sends a bunch of orchids to square up "pot luck," has ten pairs of sturdy shoes and no talcum powder.

What you can sell him you can sell in South Africa, only if you make combined shirt and drawers don't speak of their "gauzy fineness," but hammer away with "one jump and you're in 'em."

Likewise on canned soup, omit the French chef picture with the thumb and finger pose and advertise "a first-class soup for first-class stomachs."

There's a moral there—I went into a barber shop in the Rand once, attracted by a sign, "First-class hair cut 2/-." My slip called for three bob, so I took Pa T. Artist out and asked him to gaze on sign and slip. The answer was that my hair wasn't first-class and so took a 50-per-cent advanced tariff. Another proof that the best is the cheapest!

#### THE ADVERTISING MEDIUMS

There are at least fifty good newspapers with circulations that reach buyers, so if it's publicity you're after, hitch this up to outdoor advertising and get in the procession right after the mounted

police. Once upon a time people used to raise a biscuit with soda in South Africa, but our million-dollar-a-letter baking-powder bunch put crepe on that method via the highly crude method of using space in enough mediums to produce persistently perfect biscuit in many a hotel and over many an open fire. Perhaps the name helped in a colonial dependency, but I've never seen even a recently landed Britisher take off his hat, so let's give the powder and publicity the credit.

The one favor I ask of everyone in return for turning their selling eyes to Cape Town, Durban, East London, Johannesburg and the rest is to get good prices for good goods. Please, oh, please, don't put South Africa on a granulated sugar basis! To start with, you'll kill your own prestige, for in East London, Ohio, England or South Africa, goods are pretty much rated by what they'll bring, and if you ask less than a quality price for a quality article you're starting something hard to live down.

Leave a profit margin big enough to make the business worth while in busy times as well as dull, large enough to include aid in introducing your product and keeping it in increasing demand, and large enough to make you want more and more customers. If my advice leads you into exorbitant demands you'll find it out later without fail, but no South African wants anything at so low a price that increased cost of manufacture means decreased worth or skimpy packing.

I've always given South Africa credit for awakening makers of package goods to the importance of making goods look the price. I know it did a number of firms I've represented. There's a world of difference between a befrilled and bedecked container that makes you doubt the virility of the contents, and a plain tin can with a home-made label. In between find the attractive package that catches the eye and pleases without becoming an Algy.

Yes—Campbell's Soup red and white is the something I've been trying to describe without names,



## The Butterick Trio

On November 20th, 1912, The Butterick Trio guaranteed 1,400,000 average monthly net circulation for the months from March to December, 1913, inclusive.

Price, Waterhouse & Company have now completed their audit of the circulation of The Butterick Trio. Their statement shows an average monthly net circulation of 1,302,568 copies for the months from March to December, 1913, inclusive.

In accordance with our guarantee every advertiser who had used any space in The Butterick Trio during any part of the period covered by the guarantee was sent a check for the pro rata rebate figured on the gross amount which he had expended.

When you advertise in The Butterick Trio you only pay for what you get and you get what you pay for.

We guarantee an average monthly net circulation of 1,400,000 copies for the year 1914.

Our present circulation is in excess of our guarantee.

James A. Townsend,  
Western Adv. Mgr.,  
2116 Mallers Bldg.,  
Chicago, Ill.

W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Building,  
New York.

but if this be a reading notice it's for the label.

Don't get the idea that because I hammer away at quality that it means that motor rudders can't sell as well as motor launches or talking machines as well as self-playing pianos. On the same basis you'd omit selling the Fifth Avenue hotels onions for mushrooms and overlook the bigger volume. The point is if you sell mushrooms, sell good ones and get good prices—likewise onions.

#### SOUTH AFRICANS ARE PECULIAR BUT PROFITABLE

In writing dealers give every detail of list discount, terms f. o. b. point, packing, weights and measurements and don't lose a lot of precious time by making them ask questions you never should have caused.

One Chicago maker sends three letters in the same mail to each trade inquirer—one on prices, one on sales helps and one get-acquainted note. Of course, they help his sales—they would if the prospect were ten miles instead of thousands away!

I maintain in correspondence the spelling "tyre," "honour," etc., and I'll confess I never heard of an order being lost by substituting "Faithfully yours" for "Yours truly" in writing a South African.

I'm going to quote a few instances of business chances in South Africa lost by American firms whose goods are right but whose headwork was not.

Exhibit A. Letter requesting price on 16 power lathes. "Please quote f. o. b. East London in English gold."

The answer: "We are not sending you catalogue owing to your demanding f. o. b. East London, as our policy is invariably to quote only f. o. b. factory."

Suppose it was, is and will be, is there any law against quoting *approximate* delivered prices, showing in detail how the final figure was obtained?

Next! Inquiry for Model 2B "only equipped with connections for gasoline power."

Here an easy sale of a \$5,000 machine was lost because the

maker thought that the buyer "was trying to put one over on him," when a fifteen-dollar cable would have proved the buyer expected to pay the cost of the change.

#### HOW EASY BUSINESS WAS LOST

Inquiry for 500,000 celluloid novelties. Answer: "As we assume this (500,000) is an error, we are pleased to advise you that on five thousand (5,000) we can quote you," etc.

Real answer. In the credit files of the celluloid maker was a report showing that the inquirer was rated at over a million dollars, had six branches and for twelve years had been the largest novelty dealer in South Africa.

Inquiry for low-priced auto, but with suggested type back axle. Answer: "This would be prohibitive." Real answer: Their regular axle was stronger than proposed axle, and this should have been explained. Final answer—loss of fifty-car-per-year order.

These letters of inquiry are typical. The answers are *not*, for the great majority of American exporting manufacturers handle South African business well and much more surely than the countries where a different language seems to handicap.

Lack of foresight has handicapped also many an American firm in breaking into the South African market where England has the advantage of currency, language, measures, and above all the certainty that no regular practice will offend until the markets come to know of superior methods.

#### TIPS ON PRICE MARKING

For example, a maker of household paints wisely decided to increase the appeal of a domestic package by a more attractive container. Although this step would have been just as good a way of increasing sales in Natal as in Ohio, with no added element, he featured the *American retail price* on the carton, although his export list made it a shilling instead of a 15-cent package abroad.

This caused a lot of explanation, which could have been



## To those who need an advertising agent

If you believe that advertising is a common-sense presentation of the merits of your article from the standpoint of the user—

Requiring sound judgment, lots of study, careful analysis and hard work, on the part of your agent—

Rather than some clever stunt that is a better advertisement for the writer than for your article—

Then we would like to send you our literature about our kind of service, and to discuss, if you desire, whether we can work together profitably.

**John O Powers Company**

Advertising Agents

11 West 25th Street New York

avoided by using the old label for export, omitting price entirely from the new.

The same retail-price proposition has bothered in display signs, circulars and booklets which appeal as strongly there as here, but no one likes to have a higher price thrust down his throat.

I remember seeing a good ad spoiled by the use of a stock cut with the ten-cent price sticking out like a sore thumb, probably because the American maker had answered a request for advertising in a purely mechanical manner.

The trouble with a lot of us, even after making a living for twenty odd years on the foreign road, is that we can't keep in the front of our heads the fact that the other fellow knows what he wants. Right here let me remark that the South African distinctly does. If it's argument you're after, don't give it to him; if orders, do as he says and try to see the why of it.

There was a maker of ticketing ink in Ohio who felt sure that he could get by on his regular stock, which contained glucose, even when a \$1,000 order was placed conditional on glucose being absent. He fooled the buyer all right, but not the ants, that like glucose for dessert better than strawberry short-cake, and worse still, didn't fool the judge, who held the acceptance of the order as a contract and confirmed the damage award.

#### RIGHT HANDLING NEEDED

The best way to get your South African business is to send a salesman who knows how to introduce himself—the kind who says, "Now I want you to tell me," not "I'm going to show you." The latter kind are poor insurance risks.

I remember meeting a customer I hadn't seen in ten years, a South African whose knowledge of business and how to get it insured a decided outgo for any line he took in. The first thing when I told him that, among other lines, I was representing a shoe polish, he said, "John, that com-

pany sent a man here five years ago who told me I was Noah's brother when it came to catching on, and it'll think I'm Adam's before I buy a penny's worth."

I saw him half a dozen times before I left Cape Town and he finally did buy, but the salesman who had tried to force down his throat an introductory plan that had worked finely in Atlanta, but which would have died in Cape Town, wasn't due for any commission!

There's a line of men's furnishings that has as a leading brand what we'll call "Uncle Sam," with a neat cartoon reading, "Now stay in your place!" under the drawing of a lion with its tail being twisted.

In all seriousness, I was asked to take that line around the world, cartoon and all!

South Africa doesn't ask the impossible or the effusive, and its attitude is like that of the dining-car waiter. Sambo, when told that the duckling was not tender, asked the patron if he expected it to jump out of the platter and kiss him.

You don't need to entwine the flags over "Blood is thicker than water," or name your brands El Principe de Gales or Emmeline; indeed, it works out peculiarly when you go too far to please.

If you can't send your direct representative to South Africa, get in touch with a few leading wholesalers, remembering that agencies are apt to work out well in South Africa. Advertise, sample and circularize under their direction and if you are careful in making good connections you'll do surprisingly well if your product and your interest in South Africa deserve reward.

#### ARTICLES SOUTH AFRICANS NEED

There's a good chance right now for cooking stoves, high-class boxed stationery, motion-picture outfits, edged tools, shoes, and blacksmiths' supplies. This is "just before going to press stuff"—not anything I picked up three years ago.

For lines which need development, but will pay dividends for



THE BUTTERICK COMPANY  
ANNOUNCES THE APPOINTMENT OF  
S. R. LATSHAW  
AS ADVERTISING DIRECTOR OF  
THE BUTTERICK TRIO

JULY 1, 1914

G. W. WILDER, PRESIDENT

it, American corsets, velours, better class of electric motion signs, motorcycles, expensive office devices, can be picked as good entries.

I'm not much on statistics except where my order book is concerned, but when they come to hand via the scissors route I can't resist. Here's an example of what the figure sharps dope out, fresh from the Philadelphia Commercial Museum, which is an export specialist. The quotation marks are mine—the rest is from a very recent bulletin:

"The exports of the United States to British South Africa in 1913 were 16 million dollars,  $2\frac{1}{2}$  million dollars more than in the preceding year and  $3\frac{1}{4}$  million higher than those of two years ago. In the last five years the proportion of South African imports supplied by the United States has risen from seven to ten per cent. No other country has made so favorable a showing. After all, the American manufacturer is not entirely obstinate to the buyer's suggestions, unmindful of the relative importance of the market, nor lacking in enterprise."

If you can erase any impression that South Africa is only a market for mining and agricultural machinery, crude food stuffs and "hand me downs," and get the clear mental image of its possibilities, not for a year or decade, but for another century; if you want the business and can deliver the best in your line, it's an easier market than Peoria or Tampa to land, and has volume, profit and future.

Don't take my word for it—go out and see if "Enclosed find cheque" doesn't look as good as "Enclosed find check."

South African pounds sterling make good American dollar dividends.

#### Krementz Account Goes to Siegfried

Krementz & Co., manufacturing jewelers, Newark, N. J., whose trade-paper and co-operative dealer service have been handled by The Siegfried Company, Inc., New York, for the last two years, have placed their entire account with this agency.

#### Frothingham Enters Poster Advertising Field

Robert Frothingham has been elected vice-president and general sales manager of the A. M. Briggs Company, official solicitors of the Poster Advertising Association.

Mr. Frothingham was for a number of years advertising director of the Butterick Publishing Company, and before that one of the owners and advertising manager of *Everybody's Magazine*. Mr. Frothingham was one of the organizers of the Quoin Club and former president of the Sphinx Club of New York.

The A. M. Briggs Company handles some of the largest accounts in the country among them being Liggett & Myers and Wm. Wrigley Jr. Company.

#### National Window Trimmers to Meet

A big attraction of the seventeenth annual convention of the International Association of Window Trimmers to be held at The Auditorium Hotel, Chicago, August 3rd to the 6th—will be the Third Annual Exposition.

Sixty booths will be occupied by dealers and manufacturers of store fixtures, cardwriters' supplies, artificial flowers, window background material, etc.

Since the last convention 30 local associations have been formed in the more important cities throughout the country, which indicates more interest in this profession.

In addition to the exposition, there will be lectures and demonstrations given for the benefit of the delegates by display trimmers of acknowledged ability.

#### R. A. Boice with New Premium Concern

Robert A. Boice, formerly Boston manager of *Good Housekeeping* and advertising manager of the *American Magazine*, is now salesman for the United Profit Sharing Company, New York.

#### Safety First in Food Advertising

Under the heading of "Safety First" a number of food manufacturers in Chicago recently used a double "truck" in a Chicago newspaper. The object of using large space under a general heading was to urge the public to use the slogan "Safety First" in buying food stuffs.

#### St. Louis Slogan

Much of the advertising literature and letters being sent out by concerns in St. Louis, has this slogan printed in red ink: "Pull for St. Louis—No City Has Greater Possibilities."



# Buyers of Space

A more intimate  
knowledge of the  
*editorial contents of*  
**SCRIBNER'S  
MAGAZINE**

*will convince you  
that the Scribner  
homes ought to be  
on your side.*

To advertise in SCRIB-  
NER'S MAGAZINE is to be  
on the safe side - to be  
sure that the people in  
the Scribner homes  
have a knowledge of  
your product and that  
you have their influ-  
ence and prestige

Sold on non-  
return basis

Member  
A. B. C.

must  
must  
MUST  
is better  
18.5

## Edison's Reply to Cigarette Ad

**T**HOMAS ALVA EDISON, the inventor, has questioned the legal right of James Zobian, director of the advertising of Philip Morris & Co., cigarette manufacturers, to reply in advertisements to a statement recently issued by Mr. Edison attacking the cigarette.

Philip Morris & Co. recently commenced in daily newspapers a campaign introducing as evidence the certificate of Rickett & Banks, New York analytical chemists, to the effect that the paper used in Philip Morris cigarettes contains no poisonous ingredients. The copy was headed "It Was Mr. Edison's Mistake."

The following letter was written by Delos Holden, general counsel to Mr. Edison, to Mr. Zobian:

ORANGE, N. J., July 1, 1914.  
Mr. James Zobian, 225 Fifth Avenue,  
New York City:

My attention has been called to your advertisement published in the New York Times on June 24, 1914, in which you have made considerable use of the name of Thomas A. Edison.

I desire to call your attention to Sections 50 and 51, Article 5, of the Consolidated Laws of the State of New York, under which it is made a misdemeanor to use for advertising purposes or for purposes of trade the name, portrait or picture of any living person without having first obtained the written consent of such person and making such use actionable in the Supreme Court of New York.

It seems to me your use of Mr. Edison's name was a direct violation of these statutes, and I therefore take this occasion to warn you that unless you immediately discontinue this form of advertising Mr. Edison will take suitable steps to enforce his rights in the matter.

DELOS HOLDEN,  
General Counsel.

- Mr. Zobian's reply is as follows:  
July 2, 1914.

Mr. Delos Holden, General Counsel,  
Thomas A. Edison, Orange, N. J.:

I am in receipt of your letter of the 1st inst., and have carefully noted its contents.

I beg to disagree with you in the interpretation of the relation between the Sections 50-51, Article 5, of the Consolidated Laws of the State of New York, and my using Mr. Thomas A. Edison's name in the newspapers. I have not used Mr. Edison's name for the purposes of advertising or trade.

I simply mentioned Mr. Edison's name for the purpose of refuting a statement which he has made.

JAMES ZOBIAN.

The advertisement in question has gone into the tobacco trade papers, as well, and Mr. Zobian states that his daily campaign will continue.

## Cleveland Club's Membership

On July 6 the Cleveland Advertising Club announced a membership of 600, with 48 non-resident members, and claimed it is the largest club of its kind in the world. The following officers were elected on July 6: William G. Rose, president; William J. Raddatz, first vice-president; Wilbur H. Hyde, second vice-president; F. D. Conner, treasurer; Thomas W. Garvin, secretary.

The membership is composed not only of professional advertising men, but merchants, bankers, manufacturers, general managers and sales managers.

The Cleveland Advertising Club lends its active support to business and community reform movements. Through its educational committee, an attempt is made to keep its members informed of the important movements and changes in the commercial world. A valuable addition to the educational features of the club is a library of over three hundred volumes of business literature. A glee club is an interesting feature of the organization.

In September, the club will move to its new home in the Stabler Hotel.

## Chase with Crowell Pub. Co.

Roscoe C. Chase, for many years space buyer and manager of the order department for Taylor-Critchfield Company, Chicago; and more recently with the Thomas B. Jeffery Company and the Packard Motor Car Company, has joined the advertising staff of the Crowell Publishing Company, of New York, where he will work in the interests of *Farm & Fireside*.

## Prestige Appeal in South Bend Watch Copy

The South Bend Watch Company, South Bend, Ind., is featuring its relationship with the Studebaker interests by saying: "President Studebaker wants to send you our latest catalogue," and the phrase: "Guaranteed by the Studebakers—World Famous."

## P. P. A. Issues Leaflet

The Pilgrim Publicity Association's Trade Extension Committee has issued a series of leaflets, giving facts about Boston and New England. These leaflets are sold to manufacturers and merchants for enclosure in letters and packages of goods.

## **Last Call!**

Copy received July  
20th will be in time  
for the 26th  
ANNIVERSARY  
NUMBER OF  
PRINTERS' INK,  
dated July 23rd.

Wire Reservation

## Joe Cook's Waterworks

Joe Cook is president of the Mississippi Normal College. He has lived all his life among the farm folk of the South. He has figured it out that the tremendous drain on human energy explains why so many boys and girls leave the farm. And the carrying of water from the well, he says, causes probably half of woman's drudgery on the farm. He pictures "men, women, boys and girls toiling up hill and down hill from the farm dwelling to the well, in a world that hums and buzzes with myriads of mechanical devices for labor saving."

He believes that the elimination of this form of drudgery will uplift the farm woman as no other single agency may.

He has, therefore, worked out a waterworks system that can be installed on the average farm for between \$125 and \$165. He has not patented it. He has not allied himself with any equipment manufacturers. He has just worked out what he thinks is the cheapest, simplest and best system of getting water to the farmhouse—and now he wants just as many farmers as possible to

know about it—for their benefit, not his. And when his bulletin was ready **THE COUNTRY GENTLEMAN** was selected as the medium with which to spread the news broadcast. More than 300,000 farmers saw in last week's issue the whole story—plans, specifications, detailed tables of the exact cost of each part, with modifications for various localities.

In addition, the editors of **THE COUNTRY GENTLEMAN** are republishing the complete story in a pamphlet. They have already received orders for 135,000 of these pamphlets. These will be distributed to still other farmers by Chambers of Commerce, State Agricultural Departments, by the Department of Education at Washington, etc.

We refer to this story here not as exceptional, but merely as another illustration of one significant fact: *Individuals and organizations, when they have a progressive and important message to be carried to the progressive, modern farmer, are quite likely to select **THE COUNTRY GENTLEMAN** as their medium.*

The above italicized statement is quite as true of advertisers as it is of writers.

The advertising columns illustrate that.

**THE CURTIS PUBLISHING COMPANY**

Independence Square, Philadelphia

# Have you seen these folders?

## You should have a set

especially if you are desirous of reaching  
the prosperous farmers of the American Northwest



**T**HEY give the facts and figures regarding that great field of opportunity—the AMERICAN Northwest—as well as the complete story regarding the leading farm weekly of the Northwest: **NORTHWEST FARMSTEAD**, which is thoroughly identified with this vast and fast developing region, and which with its

### 100,000 Circulation Weekly Guaranteed

offers advertisers unusual opportunities for increased business.

**NORTHWEST FARMSTEAD**, published from Minneapolis, is the Northwestern edition of the five Orange Judd Weeklies, and the farm paper that best caters to the wants of this prosperous section.

We'll gladly send this series of booklets, also sample copies of **NORTHWEST FARMSTEAD**, if you would like them. Address nearest office

We are members of  
the Advertising  
Audit Association  
& Bureau of Veri-  
fied Circulations

## ORANGE JUDD COMPANY

Publishers: **ORANGE JUDD NORTHWEST FARMSTEAD**  
6th Floor Oneida Bldg., Minneapolis, Minn.

1518-26 Mich. Blvd. Bldg. 315 Fourth Ave. 909 Candler Bldg. Myrick Bldg.  
Chicago, Ill. New York, N. Y. Atlanta, Ga. Springfield, Mass.



# Protecting the Market From Idea Pirates

An Authorized Interview by J. C. Asplet with

H. S. Cooper, President

Of the Cooper Underwear Co. (Kenosha-Klosed-Krotch Union Suits), Kenosha, Wis.

"THE surest way to fight imitators and guard against idea pirates reaping the profit of your efforts is to become your own worst imitator before the product is advertised." Thus H. S. Cooper, president and founder of the Cooper Underwear Company, originators, patentees and manufacturers of Kenosha-Klosed-Krotch union suits, summed up a lifetime experience in fighting patent infringers and idea thieves.

"Suppose," Mr. Cooper went on to explain, "you were in the manufacturing business, making a product to be marketed through haberdashers and department stores. What steps would you take to safeguard the line from the host of 'fly-by-night' imitators who infest the merchandising world, waiting to turn to profit some pioneer's idea? Realizing that your patent would be but little better than a basis upon which to wage a legal fight, and no real obstacle to idea pirates until its validity had been proven in court, how would you pave the way for what must inevitably follow? What steps would you take before commencing to advertise, so that you would be reasonably assured someone else would not profit from that advertising; and, if you contemplate licensing the patent rights, what protection will you give those licensees? What lever are you going to use to insist that they advertise their product as being manufactured under your patent? These are all questions which you, as an advertiser of a patented product, must answer before your first announcement appears, just as we had to do."

"There was a time when I used to deprecate the need of any plans to take care of this factor. I used to argue handling competition was largely a matter of getting the jump on the other fellows and

then setting the pace. But when one of my men came to me, back in 1910, with an idea for a closed-crotch union suit, I saw that if this idea was any good at all it would revolutionize union-suit advertising and force competitors to advertise similar garments whether they wanted to or not.

"Naturally, if anything was to be done to protect the idea, the time to do it was before the idea was given to the trade. All my previous experience had taught me that the time to fight competition was before there was any competition, just as the time to fight a lawsuit is before there is any lawsuit.

"So I told my man that either the idea was a winner, or it was no good at all; but, in either case, we would proceed just as though it had been thoroughly proven and was being imitated by everyone in the country. I told him to become his own imitator and to produce every conceivable kind of garment that in any way had a closed-crotch feature. I also wanted garments that were 'just as good' and any that by any sales twisting could be pawned off as 'better.'

"Then we took out patents on all the ideas that looked worthwhile, for I had to do this to reap any advantage from the idea. With the patents secured I was then ready to manufacture.

"With all possible secrecy a line of samples was made up and orders booked all over the country. I wanted to stave off competition until I had a chance to get the goods on the dealers' shelves; every week meant a great deal. As it was I was able to get a full season's start on infringers and idea pirates before the deluge of competition set in.

"In the meantime we had licensed several manufacturers to put out garments under our patents. These paid us fees, and dis-

tinctly stated in their advertising that their garments were made and sold under our patent. It was up to us to protect these licensees.

"Our first thought was advertising; telling the dealers through their trade papers just what the situation was and giving them full warning of what was to follow. By putting the matter up to the dealers in a frank way we felt sure they would see the justice of our position and the necessity for our taking quick legal steps. And we took special pains to make it clear that we would not proceed against the dealers without good reason to believe such action was necessary. In other words, we used the trade press to win them over to our side, and at the same time protect them against ourselves.

**SUBTERRANEAN  
METHODS MOST  
EFFECTIVE**

"Having put the issue squarely before the trade through this medium, we then turned our attention to the most aggressive infringers, and I might add that within a year there were something like fifteen in the field. We proceeded against them quietly, being careful all the while that the dealer would not get frightened away from handling the product in any form. Quite often moral suasion did the trick.

"For instance, a competitor in the Middle West decided that there was money to be made in closed-crotch underwear. Without

stopping to look into the patent conditions carefully, he got out a line of samples, hired a crew of salesmen, and booked all the big stores for good-sized orders, some \$40,000 worth altogether. But they were never delivered; for some reason or other he found it wise to forget his project, paid his salesmen their commissions and failed to make deliveries.

"Other imitators we have been able to out-advertise, and in this procedure lies one of the best remedies for idea piracy. In the textile field, especially, the trade papers offer a manufacturer an unequalled opportunity to get close to the trade. By appealing to the dealer's love of fair play, and at the same time giving him good value and real co-operation, if I may use that much-abused word, it is often possible to break idea pirates without the costly legal proceedings.

"Largely through this latter method we have increased our orders this season something like 26 per cent. But such results can only be accomplished through constructive methods.

"A manufacturer, for instance, who goes into a

battle with idea pirates and sets out to declare himself the originator, and all others crooks and thieves, cannot hope to succeed. If his salesmen can leave that impression, well and good; but it is different with the advertising.

"One piece of our copy in particular has been successful in winning over dealers and making them immune from the arguments



Every Men's Wear Merchant  
Knows We Civilized the Union Suit  
In these short years we have revolutionized the underwear  
trade of the continent with

**Cooper  
Kenosha-Klosed-Krotch  
Union Suits**

We have supplied a long needed requirement.  
Just one smooth, single thickness of cloth throughout the  
crotch. "The Crotch of Comfort."

Every thinking merchant here or will offer a complete line  
of Kenosha-Klosed-Krotch Union Suits.

The kind men have here to recognize by the smooth, single  
thickness of cloth throughout the crotch.

Write us for information if you want to increase your men's  
suit sales.

We make every good, wanted style, weight and quality.

**Kenosha-Klosed-Krotch  
Union Suits**  
Sold at \$1.00 and up to \$12.00 a suit,  
always comfortable—All sizes.

**COOPER UNDERWEAR CO.**  
Chicago, New York and Headquarters  
Kenosha, Wisconsin

See This Label

MAGAZINE COPY WITH AN EYE TO  
TRADE EFFECT

of infringers' salesmen. This ad seeks to establish Cooper Kenosha-Klosed-Krotch union suits as the standard by which all others are compared. When a pirate salesman strolls into the store and tells the dealer that his underwear has a permanent closed crotch, or a flexible closed crotch, far superior to Cooper's, our advertising begins to work for us. The salesman goes way down in the dealer's estimation, and pretty soon will find he can make better headway if he forgets about the closed-crotch features of his garment.

"Then we turn this competitive knocking to advantage by pointing out how it is helping our sales. For example, one of our ads takes the form of an ironical message of thanks to those salesmen who have so kindly helped us adver-

leverage to use in driving infringers out of your market. There are several ways by which this can be accomplished. We have tried several ourselves. But one of the best ways I know of for a seasonable product is to lay out a combination campaign in trade publications and certain men's consumer mediums; basing the campaign on seasonable conditions and linking the whole up with a strong trade flavor.

"In such a campaign the year can be grouped into seasons. There would be the season when the jobbers are stocking, then the season when the dealers are stocking and the jobbers unloading, followed by the season when the dealers are unloading and the consumer buying. The general practice is to advertise only at the time



This is Cut Number 4B



This is Cut Number 4B



This is Cut Number 5C

DEALER ELECTROS WHICH FEATURE TRADE-MARK BUT DO NOT EMPHASIZE NAME

tise Cooper's Kenosha-Klosed-Krotch union suits.

"While we use the trade papers largely to put these imitators out of business without having legal conflicts which might involve threatening dealers and so demoralize the whole closed-crotch market, I also believe that there is an even greater mission to which trade-paper advertising can be put in protecting a product. That is in using them to make prestige sellers for your line, making it more costly and less profitable for the idea pirate, who is usually of a type that doesn't know the advantages of advertising.

"When you can establish a reputation for your product being a good seller you have an invaluable

the dealer is buying in the trade press and during the opening of the consumer season in the consumer mediums. A better way is to keep in the trade press all the year around. I have no sympathy with the advertiser who argues as soon as the trade is stocked he can afford to rest on his oars. His greatest task—unloading the dealer—is still before him, and there is no better way to do it than by helping the dealer through suggestions in the trade papers to sell more of your product. Seasonize your copy. Give it a merchandising news flavor. Aim to have it sell the jobber in that season and the retailer in the retail buying months. Then come in with a grand climax on the consumer season.

"We have found it pays to direct consumer copy partly at the trade. Take the consumer ad shown on page 18. Its real purpose is to put an edge on our trade-paper work, hence the strong trade appeal. While we sought to influence consumers, the trade effect was a strong feature. The copy enabled us to reach the consumer. It took the dealer from a different and unexpected quarter. It acted as an incentive for dealers' advertising our union suits in the local newspapers, and it did missionary work of a high order for our salesmen.

"All of this advertising is linked together by our trade-mark, 'The Man on the Bag,' which has proved very popular among our

this favoritism for the 'Man on the Bag' has been to get dealers started advertising our union suits, and once started they usually keep advertising. Of course, we encourage this all we can. We continually are pointing out the value of eye-catching illustrations, and the striking cuts of our trade-mark, which we furnish free, crystallize our suggestions in the dealer's mind. We vary the illustration so as to please the dealer, but always retain the man in the stooping position, showing the patented feature of our garment; also, we keep our name in the background. Therein lies a moral for advertisers who are wondering why so many dealers send for electros, only to use them for paper-weights.

"So you see how we are making use of all the various mediums, the trade papers, the magazines and the newspapers used by our dealers. We believe here in Kenosha that the best protection a manufacturer can give his product and his licensees is this combined publicity, directed at the trade first, for it is with the trade that the issue must be fought out and then with the consumer. Having the trade and the buying public on your side, the work of fighting idea pirates and patent infringers automatically takes care of itself. Sales history has proven over and over again that no product can live and thrive that is built on a stolen idea, once the public has been made acquainted with the true conditions, and that is exactly what we have done."

### Accept Our Thanks!

—Some people not in our employ are putting so much time and energy into advertising.

### Cooper Kenosha-Klosed-Krotch Union Suits

—that we are selling up for the Fall season much sooner than we or our salesmen anticipated.

—It is fine to have so much valuable volunteer selling energy from the outside—Something has put us 20% ahead of last Fall's business.

—It's maybe our reputation for "3-season wear" underwear—maybe it is our patented, original and best closed krotch—it's maybe the extra good service we are trying to give our customers—maybe our unique advertising helps move the goods over the counter.

Think It Over—Then Buy Yours!



Cooper Underwear Co.

Organizers and Patrons of the process  
KENOSHA-KLOSED-KROTCH  
Kenosha, Wis.



IRONICAL COPY IN TRADE PAPERS THANKING SALESMEN OF COMPETITORS WHO "KNOCK"

dealers. It is one of those trade-marks which is sufficiently attractive to give it decided advertising value to us, yet it does not overshadow the dealer's personality when used in his store advertising.

#### WHY DEALERS LIKE K-K-K CUTS

"Strange as it may seem, this 'Man on the Bag' trade-mark has been a big help to us in fighting idea pirates. This is because dealers will invariably advertise our garments, so as to be able to use the cut in the ad. The result of

#### Milk Company Appeals to Civic Pride

The Belle Vernon Dairy Company, of Cleveland, is using a series of advertisements which appeal strongly to the civic pride of the people of that city.

One ad of the series is headed "Cleveland, Ohio—Sixth in Population—Fourth in Finance—First in Milk and Health." The illustration is a skyline of the city in silhouette, and the text consists of a news item which describes the idea expressed in the headline and says that no other city in the country has a milk supply that protects public health like Cleveland's does.

Figures are given showing that the death rate in Cleveland is only 15.7, the lowest of any big city in the United States.

**2000 more—  
\$2.00 more—**

Engineering News has 2000 more subscribers than any other paper in the engineering-contracting field.

It sells for \$2.00 more than the next nearest paper.

It costs more to buy because it costs more to make.

More men buy it because more men want the best than want the second-best. Get there with your ad.



### **Engineering News**

*Published by the*  
**HILL PUBLISHING COMPANY**  
505 Pearl Street, New York

*Also publishers of the Engineering & Mining Journal, American Machinist, Power and Coal Age.*

*All members of the A. E. C.*

## Speaking of Thoroughness—

Living in Greater Kansas City are 82,849 families. Among these 82,849 families The Star circulates an average of nearly 100,000 papers twice a day. And outside of Kansas City, in the nearby cities and towns, it circulates another hundred thousand papers twice a day.

Nowhere else in all America is there a city or community covered so absolutely by a single medium.

## The Kansas City Star

Morning—Evening—Sunday—Weekly  
200,000—200,000—200,000—325,000



## Wants "Wilfully" Stricken From Ad Bill

A COMMITTEE of the Washington Chamber of Commerce which has made a thorough study of the advertising laws of the several States, has recommended that the word "wilfully" be stricken from the Dent bill, now pending in the House, to prohibit fraudulent advertising in the District of Columbia.

The committee, consisting of James B. Henderson, Fleming Newbold, and M. A. Leese, says in its report, which was adopted by the board of directors, July 1: "We recommend this elimination because advices from States where similar measures have been enacted containing the words 'wilfully' or 'knowingly' are to the effect that these words make the law practically ineffective.

"Furthermore, in no State where this law is in force, and where the word 'wilfully' has been omitted from the law, has an honest merchant been prosecuted or even embarrassed."

## Waldes Gets Injunction

Waldes & Co., manufacturers of Koh-i-noor Dress Fasteners, secured an injunction at New Haven, July 8, against Schargenberg & Robinson, operating a chain of retail stores with headquarters at Pawtucket, R. I. The defendants advertised widely throughout Connecticut: "Special Koh-i-noor Fasteners, seven cents." Upon showing that the goods were not "special" in any sense, but were the standard fasteners sold everywhere for ten cents, an injunction was granted restraining the defendants from advertising Koh-i-noor Fasteners at a cut price in connection with any misleading statements.

## Darlington, President of Texas Journal

T. M. Darlington has disposed of his interests in the *Stockman and Farmer*, of San Antonio, Tex., and will go to La Porte to become president and advertising manager of *Southern Orchards and Farms*, of La Porte, Tex.

The Corno Mills, St. Louis, are advertising the fact that they recently shipped a single order for horse and poultry feed to Pensacola, Fla., consisting of 860 tons—requiring 32 cars.

## Definition, the Result of Much Labor

NEEDLECRAFT

CHICAGO, July 10, 1914.

Editor of PRINTERS' INK:

So much has been said about a definition of advertising that will cover the printed, spoken, and acted forms of advertising, that I want to submit for criticism the following definition which I have labored upon for some time:

"Advertising is that which creates in the mind of the public an impression regarding the merchandise, services, characteristics or activities of any person, group of persons or establishment."

If this definition of advertising is true, then it naturally follows that advertising is good or bad according as the impressions created are good or bad.

Try to find a form of advertising which this definition won't cover. I have tried it on every phase I know of, including animated cut-outs and courteous or discourteous treatment from proprietors and clerks, and it seems to "hold water" very well.

ARNEY H. RITCHIE.

## "Brief but Inclusive"

THE ELECTRICAL MANUFACTURING CO.  
CLEVELAND, O., July 11, 1914.

Editor of PRINTERS' INK:

For a brief but inclusive definition, how is this one?

"Although possibly limited to typed display, and the printed page, advertising, in brief, is the creation of interest, by divers methods, in products to be marketed."

I have greatly enjoyed the many points of view exhibited in the controversy and consideration of this subject in your columns.

I thank you for publishing so fine a work serially, and for your kind consideration.

ALFRED HENRY LEECE,  
Treasurer.

## Cunningham With Green Company

Howard J. Cunningham, formerly chief of the advertisers' service department of the *Chicago Record-Herald*, has joined the copy department of the Carl M. Green Company, advertising agents, Detroit. He was at one time associated with the William D. McJunken Agency, of Chicago.

## Change in Cudahy Account

Williams & Cunningham, of Chicago, are handling the account of the Cudahy Packing Company.

F. L. Chance has been promoted to the position of advertising manager of the J. I. Holcomb Manufacturing Company, Indianapolis, Ind.

## Quick Distribution at Small Cost

The Luther Burbank Company Secured 500 Dealers in Two Months  
—Department Stores Enlisted through Newspaper Co-operation  
—Minimum Orders Required Based on Population

**F**IVE hundred exclusive dealers secured in two months, and every one based upon a minimum order proportioned to the size of the town, is a pretty good distribution record. It was accomplished by the Luther Burbank Company, San Francisco, sole distributors of the Burbank horticultural productions, and represents the first step in a change from a mail-order business in garden seeds to a national distribution through dealers and department stores.

Up to January, 1914, the company's business had been conducted exclusively by mail orders, but it was believed that a great deal of local influence could be gained by switching the greater part of it to representative stores in towns of 10,000 and up. The company deliberately chose department stores for its dealer work, because these stores are large local advertisers, and the company believed that the prestige of the Burbank name would induce them to feature the line extensively. The exclusive dealer plan was adopted as an added inducement to the stores to advertise the line.

Early in January the company sent out letters to 1,500 newspapers in cities of 10,000 population and over. These letters briefly described the plan of securing local representation for the line, and asked the newspaper to recommend a store in the town. A circular describing the plan from the dealer's standpoint was enclosed with the letter, and the suggestion was made that the newspaper might co-operate, if it saw fit, by presenting the circular at a satisfactory store and explaining the proposition. The newspapers were quick to see the chance to do a possible favor to

one of their local advertisers, and a large proportion of them took the matter up direct with the very best prospect, from the company's standpoint, in town. No figures are available to show the exact number of newspapers which did this, but the company says that the newspapers' influence was very evident throughout the whole of the campaign.

Immediately after the letter to newspapers, the proposition was made direct to the two or three best-rated stores in each town. A couple of weeks later a follow-up was sent urging immediate action. That was the extent of the campaign—three mailings—and in view of the results represents an

**\$1<sup>00</sup>**  
for a  
**BURBANK GARDEN**



You can now buy a Burbank garden from an exclusive dealer in your town. If not, send to us direct.

The Burbank garden consists of Luther Burbank's selection of 12 varieties of his own original seeds which consists of:—

**Burbank Shriety Poppies.** These are the most beautiful poppies of all. No other flowers will produce such an array of gorgeous colors. The variety of shades is very wide, extraordinary and beautiful. The foliage is feathery while the petals are crisp paper. The 12 poppies and one which ties to the amateur. Fast. The which it grows. Perf.

NATIONAL COPY TO SUPPLEMENT LOCAL ADVERTISING

extremely low cost of securing distribution.

An important feature of the campaign is the fact that each store was obliged to place a minimum order in advance, to secure the agency. These minimum orders were based upon population, and ran from a \$35 case of seeds for a town of 10,000 up to a \$5,000 order for Chicago, which Louis Honig, of the Honig Advertising

**The American Hydraulagraph**  
detects poorly fitted wheels  
and registers their position out of the steam under pressure

5/18/14

Mr. J. Potter M. M.  
Should not this device be not only  
a check on the pressure but also on the  
number of wheels pressed on.

Noted  
Later take up - C. K.  
RD

**AMERICAN STEAM GAUGE & VALVE MFG. CO.**  
New York Chicago BOSTON Atlanta Pittsburg

**Electric Railway Journal  
Readers think  
about the advertisements**

The illustration above is a reproduction of the note which an assistant master mechanic sent with an advertisement from the **ELECTRIC RAILWAY JOURNAL** to his master mechanic. This assistant not only read the advertisement, but boiled it down to 21 words for his chief. He had *thought* about the advertisement.

**ELECTRIC RAILWAY JOURNAL** advertisements potentially influence the purchases made by electric railways all over the world.

**THERE ARE TWO MAIN REASONS:**

Because its readers actively seek whatever will help run their roads more profitably or efficiently.

Because they know that in the advertising pages they will find information—told in an interesting way—about nearly every thing that they need for construction, operation and maintenance.

A no-charge, no-obligation Service Department Brief covering your possibilities in this field awaits your request.

**McGRAW PUBLISHING CO., Inc., 239 W. 39th St., New York**  
Electric Railway Journal Electrical World Engineering Record  
Metallurgical and Chemical Engineering

Service, San Francisco, placed personally on an Eastern trip. The great majority of the orders came in by mail, one St. Louis store sending an order for \$3,000, which is a good many seeds. The newspapers forwarded a few orders, and many came by wire after receipt of the follow-up urging "immediate action." As stated above, it took two months to secure 500 agencies.

The company is not abandoning the mail-order branch of its business, however. It will not sell direct in towns where it has representation, and, of course, does not sell by mail for less than the prices in the stores. Copy is run in a list of national mediums, calling attention to the fact that it is represented by exclusive dealers, but offering to send seeds direct wherever it has no representative.

Of course a powerful factor in the campaign was the Luther Burbank name (the company has no connection with the "Luther Burbank Society," however), and that prestige went a long way towards securing the representation so quickly.

### Making the Window Display "Say Something"

A WINDOW TRIMMER had put the finishing touches on a very artistic and attractive window display of Globe-Wernicke bookcases, says *Globe-Wernicke Doings*, and as was his custom, called the Boss to give it the final "Okay."

After viewing the window from several angles and distances, the Boss said, "Young man, that window is pretty, it is altogether charming, but—what is it all about?"

"You have a fine display of merchandise there and you have your window nicely spotted with color to arrest attention, but after you get the people's attention what is going to make them buy except their own desires?"

"A window display can be likened to an illustration in our advertising," proceeded the Boss,

warming up to the subject, "which attracts attention but needs text matter to make its use profitable."

"Right there, my son, is the fault of this window display—of most window displays in fact, those of other merchants as well as of ours. They don't contain enough reading matter—don't make use of the attention they have won, to put over a good selling punch."

"Take this window, for instance; all that it needs is a large card, neatly lettered with thirty or forty well-chosen words describing the advantages of Globe-Wernicke sectional construction to make it of real selling value."

"Another small card inviting the people into the store to see the Globe-Wernicke bookcases demonstrated, would add further to its selling strength."

"Nine out of ten window displays could be greatly increased in selling efficiency with the addition of one or two neatly lettered cards relative to the goods on display," continued the Boss.

"Will people read the cards?" inquired the Window Trimmer.

The Boss answered this query with another, "Do you know how many words the average person ordinarily reads in a minute? Between two and three hundred. From this you can understand that a show card of thirty or forty words would be read at a glance. Of course people will read your show cards. They can't help reading them if they are invitingly lettered."

This conversation took place many years ago. The Window Trimmer who did the listening was a good listener. He has utilized the card idea in nearly every window he has trimmed since, and every one of those windows has proved that the Boss was right.

Nine out of ten windows can be improved with the addition of a well chosen and worded card relative to their merchandise.

W. S. Carlisle, who has represented the Butterick Trio in Boston, has been appointed New England representative of the *American Magazine*, with headquarters in Boston.

## "Plot" and "Action" in Sales Letters

An Interesting Parallel with Short-Story Writing—The Element of Newness of Idea an Important One—Why Dictation Is Desirable—Four Good Letters Analyzed

By Jonathan John Buzzell

Author of "Letters That Make Good"

THE two most important things in short-story writing are plot and action. Such a story to be good must accomplish two things: it must arouse the reader's interest at the start and carry him along with its action so that his attention will not be diverted, either by his own imagination wandering from the story or by outside influences. It should grip the reader in such a manner that he "loses himself" and can't lay it down until it is finished.

The sales letter should be just as attention-compelling and inter-

est-holding as the really good short story, and this makes "plot" and "action" two of its most necessary features. The letter must convince, to be sure, in order to accomplish its ultimate object, which is to get action from the reader. But it is impossible to "reach" him in the right way unless the letter possesses these two fundamental qualifications. If the letter can get the interest and hold it to the end, to the exclusion of all other ideas, it clears the mind for easier conviction. It gives the closing arguments a chance to sink in if the mind is taken up with the idea of the letter, and that natural antagonism against sales letters is driven out, not by the argument, but by the genuine interest in what is said and the way it is said.

This may be overdone. A letter may be written in such a unique way as to attract attention and cause comment on that account alone; but no style is so good as that which is so clear that you think only of the thoughts ex-

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

pressed. The former gets attention and comments without any action on the part of the reader. The latter more often gets the desired action without the comments.

#### THE NEW AND INTERESTING SUGGESTION

The letter should be kept moving as fast as the mind of the reader can follow. Never drop into a rut or flounder around in the hope of putting greater emphasis on your statements. The American mind works logically and epigrammatically, so you should keep up an even speed that will not permit your reader's interest to lag or allow him to reach your conclusion before you do. The mind delights in being surprised in business as well as in fiction, and is equally bored by anything commonplace. There is no force of argument, however logical, that will drive home a point with such telling effect as can be done with surprise and newness of ideas. "Force," "punch" and the like avail nothing if the reader is not "swept off his feet" and carried along with a thought which is new and interesting to him. Mere harangue will not do. There is more force in a good point logically made than there is in the merely tremendous adjectives so commonly met with in sales letters. The letter should not ramble or wander, but go straight to the end if it is to gain its object. It must have the consistency and continuity of a Mark Twain story—and carry its reader along with it.

The salesman who carries away the orders is the one who first "carries away" his customer. He must get him interested in an idea and fill his mind with the proposition in hand to the exclusion of all else. Thus his talk must possess these two fundamentals—ideas and action. Some salesmen make personality play a very important part to this same end, but even the strong personality must be backed up with ideas and energy or action. The salesman with the humorous story wins out with a few people, but only a

few, as the average business man does not want humorous stories thrust upon him. The humorous-story letter is a dangerous experiment at the best, and usually it is a failure. The anecdote may often be used successfully, but the straight-from-the-shoulder letter with the facts put in a clean-cut, convincing manner is always a safe play.

And now comes the "nub" of the matter—*how to do it*. There is no formula by which anyone can compound a letter of the right stuff in the right proportions every time. No more than every man, by taking thought, can become a good short-story writer. First, the "idea" must be discovered. This may come in a flash and it may come after careful thought and planning—more often the latter. The "flash" ideas should be allowed to stand in a cool place over night and then be examined carefully. They might not look so good after consideration.

#### BETTER TO DICTATE THAN WRITE THE LETTER

It is usually a good idea to get the plan of the letter well in mind and then dictate it. This method is more likely to give it action and free it from all labored expressions. Short and "snappy" sentences usually come from dictation and the long and labored ones from the writing-and-re-writing method. The mind is more apt to move rapidly when dictating and to express itself in every-day business language, thus making a smooth, easy flowing letter with the desired "action."

Four letters illustrative of this style follow. The first was used by the International Harvester Company and proved very effective in getting business for its local dealers. The opening paragraphs at once get the farmer's interest, and he is carried along through the letter without a hitch. His mind should be well prepared for the selling talk in the last three paragraphs by the well-worked-out idea which is the basis of the letter—that of showing the need for, and value of, just such

(Continued on page 32)



Another increase of 4,921 brings the *net paid*, circulation of the July 4th issue of Collier's up to 749,666.

Advertisers in that issue received a *net paid* bonus of 149,666.

Eight issues remain at the \$3.00 rate.

## COLLIER'S

THE NATIONAL WEEKLY

*A. C. S. Hammesfahr.*

Advertising Manager

### COLLIER'S CIRCULATION ISSUE OF JULY 4th

Copies Printed	-	774,000
Gross Cir.	-	766,771
Net Cir.	-	761,181
Net Paid	-	749,666

Present rate of \$3.00 a line  
based on 600,000

### FORE!!

A good golf story. "A  
Cure for Lumbago" by  
Chas. E. VanLoan in this  
weeks issue, July 18th.

Member Audit Bureau



of Circulations

## Concerning

# Oliver Goldsmith

"Old books, old wine, old friends are the best," said Oliver Goldsmith, noted for possessing all three, but withal a mighty poor business man. They say Oliver had more creditors in his day than any man in London. Most old things are not the best. If they were we would still be using candles, still buying crackers scooped from the floor instead of in sanitary packages, still cracking whips instead of shifting gears.

Yet nothing is more difficult to put across than a new idea; a new selling plan or a new advertising medium, which on its face has a greater possibility for producing results than those which are receiving patronage at the present time. It is so much easier to follow than to lead; so much easier to be a sheep than a bell-cow; so much easier to travel a path worn smooth than to blaze a trail all your own.

"We are not using Sunday Magazines this year" is a statement we sometimes hear—sounds like the selection of publications for advertising is a caprice of fashion rather than a business procedure eliminating the fit from the unfit.

## THE AMERICAN SUNDAY

220 Fifth Avenue, New York City

CHARLES S. HARRIS

and The

## American Sunday Magazine

The American Sunday Magazine is one of the "new forces" in advertising that is being accepted by thinking business men because it combines the fundamental principles of a great concentrated newspaper circulation nationally distributed, locally applied and with magazine life and appeal. Ask yourself this question, "What is more logical than a magazine with concentrated newspaper circulation?" Ask your dealer which he would rather have you use—a magazine reaching 200 families in his selling territory or a scattered circulation of six?

These retail dealers, by the way, are wiser than they used to be; they are not bunked into stocking their shelves by your momentous statement that you are spending several hundred thousand dollars in advertising in national media—what they want to know is "How much of that money expended is going to help me sell your goods with a reasonable profit to myself to the people living in my sales territory." This is something which you cannot answer unless you use newspapers, one or two magazines of great circulation, or better yet Sunday Magazines, which are combinations of both.

***"And It Goes Into Over 2,000,000 Homes."***

**MONTHLY) MAGAZINE**

ADVERTISING MANAGER

908 Hearst Bldg., Chicago, Ill.

a machine as is offered for sale. Here is the letter:

Dear Sir:

What happens to the other one-third? One-third of the value of the corn crop is in the stalks and the leaves; two-thirds in the ears. No one would think of wasting the ears, yet thousands of dollars are wasted every year by leaving the stalks and leaves in the field.

In the years of short hay crop, the man who puts part of the corn crop into silos and shreds the remainder, is able to sell what hay he has at a time when hay is bringing a good price on the market. His corn fodder, if cut at the right time, has almost the feeding value of good timothy hay. This has been proved many times by the foremost agricultural experts. Baled shredded fodder sells for a good price, and would not do so if it were not valuable as a stock food.

The only way to get this other one-third of the valuable corn crop is to cut the corn when it is in exactly the right condition. Any delay, even a short one, will result in the loss of a large percentage of the food value of this part of the crop.

You know that the corn cutting season is a very short one. You know about how long you can wait after your corn is in cutting condition before you either have to cut it at once or lose a large percentage of its food value.

There are two ways of cutting corn—by hand, and with a corn binder.

Cutting corn by hand means long hours of the hardest kind of work, bruised hands, scratches that frequently develop into serious wounds—in fact it is a tiresome, trying time for all concerned. Why continue this wasteful practice when the Osborne corn binder will do the work so much easier, quicker and better?

It takes from five to seven men to cut as much corn by hand in a day as an Osborne corn binder will cut. So it is a time and labor saving proposition to use the corn binder—particularly if labor happens to be scarce (and it usually is at corn harvest time).

The next time you come to town stop in at the Osborne dealer's and look at the Osborne binder. It will not take you long to see why that is the machine that will save you time and money.

The second example is a letter that was written by Louis Eytinge and used by the Wyoming Children's Home Society. It proved the best letter in actual results of any it ever sent out. This letter has the right idea behind it and carefully prepares the mind of the reader for an effective appeal for subscriptions which is made in the closing. It has a good beginning and a good ending, with no stop-overs.

Have you ever wondered what would happen to you were you to have been a

helpless, homeless orphan—lacking the tender care of a mother, the strong guidance of a father?

Because you are happy in the joys of home, loved ones and friends is just the reason you should think a moment of those little ones who have neither.

Suppose your childhood had been of that kind, would you not have rejoiced if some kind folks had taken you into their homes and their hearts, and helped you over the handicaps of an empty and loveless babyhood and youth? And that is just what we are doing for hundreds of children, these many years.

It is because of the things we do—of the futures we are insuring—that we come and ask you to be partners with us in this work. Will you help little human beings to have some of the things you enjoy every day?

Last year fifty-three children were cared for—from the tiny babe whose flame of life fluttered feebly, but was fanned into strength through the daily and nightly care of our nurses—from the tiny crowing babe up to the larger boys and girls who are at the age when they need mothering most—they have been given the best we could. We have saved the taxpayer many hundreds of dollars by providing healthy, happy homes for those who would otherwise have become public charges. We know no sectarian dividing lines, Protestant and Catholic, Jew and Gentile, all have our best care. We are the only child-placing charity in the State that can say this, so there can be no valid reason for a refusal to help this splendid work.

Will you help a child to a home? How much will you help? Show your humanity now. I'll be looking for your letter telling me how much will be subscribed by you and your friends.

Yours for human helpfulness.

The third letter was used by a dental supply house in a campaign which was a tremendous success. The series of six letters, of which this is the third, was prepared by one of the large advertising agencies. The story which is the basis of the letter is concisely told and has a most excellent idea back of it. The point is effectively made in the "whip-snapper" closing paragraph:

Dear Doctor:

A few years ago I counseled a young dentist to open his office in a certain town where three old-established dentists were thriving.

I said to him, "Give your patients only work of the very highest quality. The other dentists are not doing that. You will build a reputation that will swing the bulk of the business your way."

He did.

In all his crown, bridge and plate work there was a degree of accuracy and precision that won for him the praise of patients, and impelled them

to enthusiastically endorse "The new dentist" to all their friends.

He was often tempted (as perhaps you are) to use ordinary work, because ordinary work costs less. But he resolutely held to his determination to acquire that reputation for the very highest quality.

To-day he is making more money than either of his old-established competitors. And has laid a firm foundation that will steadily and surely increase his practice and profits.

The Boston Dental Laboratory does the highest quality work executed in New England. The kind of work you need to increase your profits.

The fourth example is one used by a process-letter concern. It resulted in some excellent business and much favorable comment. It was a dictated letter, and not a word was changed from the original dictation. This letter has both "plot" and "action." It gives the busy reader a whole lot to think about in a few words. A card was enclosed for convenience and a large percentage were returned.

Dear Sir:

For twenty years I have watched them come and go.

And it has been mighty interesting. I have wondered, too.

I have wondered why someone who was trying to invent a method or a machine to reproduce typewritten letters didn't make the mechanically perfect letter his first object, instead of trying to see how cheaply and how fast he could turn them out.

The perfect letter has been my chief aim all these years. I have spared no pains or expense to achieve this end—and I have achieved it in my Personal Typewriter Letters.

Not only that, but I have a staff of trained employees. They are quite as essential in turning out the very best work as are the mechanical devices they use.

I have some pretty keen business men who figure selling costs down to a fine point who have been on my books for years. They use my letters because they have never found any others as good. Those who try the ordinary "circular letters" usually come back to my personal letters because results are better in proportion to cost.

I can tell you some mighty interesting facts about letter campaigns.

Call me on the telephone or use the enclosed card for an appointment.

In contrast with these letters is one which might well be used as an example of how *not* to do it. This letter arouses antagonism, conscious or unconscious, right at the start. It tries to make a sale by the sheer force of argument which contains neither logic nor

force. It is labored and hard to read all the way through. A good idea or "plot" might easily have been found for this letter and the time and effort necessary for working it up would doubtless have been well repaid in results:

Gentlemen:

We had considerable correspondence with you, but not having the pleasure of a reply, inquire whether you are to be interested in one of our machines at this time.

If you consider the benefits of an improved baling press, and the returns it will bring, you cannot afford to delay the installation of such a machine. A modern, up-to-date, time and labor-saving baler is a necessity in your business. The increased revenue; the saving in storage room; improved sanitary conditions and decreasing of fire-risk, make the baling press a paying investment.

With over twenty-five years' business experience, building the largest and most complete line, we claim our presses are vastly superior and far more advanced than any others on the market. The nature of work performed with a baling machine is such that the cost of operating must be reduced to a minimum. We are ready to ship any style you may select, and if not all we claim for it, or if you do not find it superior in every way to other balers, it can be returned. Advise size and weight of bale preferred, and suitable machine will be shipped.

You will agree that the best is always the cheapest in the end. We are selling our machines at a price as low as is consistent with first-class material and workmanship, always striving to build the best.

So, again, the plot's the thing, then good sales "action."

### Definition From "A Little Journey"

METROPOLITAN

NEW YORK, July 2, 1914.

Editor of PRINTERS' INK:

From several communications I noticed in your magazine, it seems that somebody somewhere is trying to find a definition for advertising.

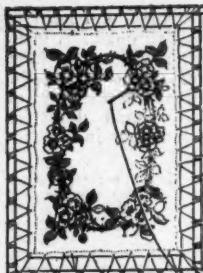
The best one I have ever seen is by Elbert Hubbard in his little journey to the home of John B. Stetson.

"Advertising is telling who you are, what you are, where you are and what you have to offer the world in the way of service or commodity. The only man who should not advertise is the man who has nothing to offer."

P. L. ATKINSON.

### "Kill the Fly" Ads on St. Louis Street-Cars

The St. Louis Board of Health has contracted for the printing, and secured space on St. Louis street-cars, for placards: "Kill the Fly."



# NEEDLECRAFT

Devoted to HOME DRESSMAKING HOME MILLINERY

## NEEDLECRAFT'S READERS

The 750,000 subscribers to Needlecraft are mainly women of superior class and refinement who seek the finest things in needlework for the decoration of their homes. They want the latest fashions in dress and every-day wear for themselves and for their children. This is the class of women whose keen interest in and attention to personal appearance and adornment of the home makes them leaders in their respective communities.

## ITS CONCENTRATED CIRCULATION

The advertiser who uses Needlecraft doesn't buy "scatterfire" circulation.

Ninety per cent of Needlecraft's circulation lies in the small towns of 15,000 and less. This is because Needlecraft is published in the interests of that class of women who prefer to look womanly and not grotesque, and who are more numerous in the small towns than elsewhere. The small towns throughout every state in the Union therefore comprise Needlecraft's logical and natural field. And this, by the way, is the only field in which Needlecraft has ever encouraged subscriptions, notwithstanding that Needlecraft has been sought and subscribed

## NEEDLECRAFT PUBLISHERS

ONE MADISON

NEW YORK

WILL C. IZOR, Advertising Mgr.  
1 Madison Ave., New York

Members Audit Bureau of



# NEEDLECRAFT



FANCY WORK AND HOUSEHOLD DECORATION

for by more than 30,000 city women who have recognized its superior service.

## ITS ADVERTISING POLICY

Needlecraft's advertising policy is to protect both the advertiser and the subscriber by guaranteeing that each shall get what he pays for. It guarantees that advertisers shall never get less than the net paid-in-advance circulation for which they pay. It guarantees that subscribers shall not lose money through dealing with any of its advertisers, no matter whether they buy the advertised merchandise direct by mail or from their local dealer. This is as much as any publication can offer in the way of protection, except to bar objectionable advertising, which has always been Needlecraft's policy.

## ITS SELLING EFFICIENCY

The advertiser who wants small town circulation will find few publications that are subscribed for by so desirable a class of small-town buyers—that reach so many of them with so little waste, and that make their pages so safe a marketplace as Needlecraft.

# PUBLISHING COMPANY

## DEARBORN AVENUE

## CHICAGO, ILL.

JOHN GRANT, Western Mgr.  
30 No. Dearborn St., Chicago

General Office of Circulations



## The Tallest Lady on Broadway

She is 55 feet high and demonstrates an O-Cedar Mop 35 feet long in flashing electric lights.

This is the latest electric sign sensation on the "Great White Way"—located at 42nd Street, facing North through Longacre Square—the heart of the hotel and theatrical section—the busiest night district in the world.

This sign is proving an effective ally in enabling the famous O-Cedar Mop and Polish to take Greater New York by storm as well as increase its popularity throughout the United States.

**The O. J. Gude Co. N.Y.**

220 West 42nd Street  
New York City

## Locating the Undeveloped Outlet

How a Big Concern in Chicago Finds Its Hidden Markets—One Appeal Which Interests Druggists—Principle Which May Lead to Placing Groceries in Shoe Stores, etc.

PERHAPS nowhere has the search for hidden markets been as keen as in the specialty field, especially the office-supply field. When the manufacturer of a specialty which has a limited application sells the big percentage of possible buyers he is very apt to find himself up against either developing new markets or adding to the line. The majority take the latter course, but there are a few who have so perfected their selling organizations that the number of new markets being developed keeps pace with time.

Among such advertisers is the Addressograph Company of Chicago. When the Addressograph was first brought out twenty years ago, its inventor saw no more than fifteen lines of business where he could hope to sell his equipment. One by one new markets have been unearthed, until to-day this number has passed the two hundred mark.

The method followed by this advertiser is to have a special man delegated to just this work. Being a salesman, this special man gives all his time to searching for new fields. Personal investigations, changing conditions, new legislation, orders, inquiries, reports of inspectors and correspondence all offer suggestions which are run down and sifted out. When a new field is found which offers possibilities, a confidential bulletin is sent out to the sales force urging them to call on every available prospect in this field within their territory.

Formerly this information was incorporated in the organization's weekly publication, but it was found that copies of it sometimes got into the hands of competitors which threw unnecessary obstacles in the way of the selling force.

These bulletins give credit to the salesman uncovering the market, should the "find" have originated in that way, which tends to encourage the men to be on the alert for new applications.

### ALLURING "CROWD" ARGUMENT

Another concern which has been active in finding hidden markets and using the side-line argument with noteworthy effect has been the American News Company of New York. This company has made marked headway because it has studied and solved the appeal which has the most effect on the dealer in inducing him to put in a newsstand.

In its early advertising the American News Company laid stress on the profit to be made on

## Get ready now to meet the Winter demand for PERIODICALS

If you are not handling this highly profitable and quick selling side line, now is the most favorable time to begin because people read more in Fall and Winter.

Simply display periodicals where your customers can look them over and you will be surprised how many will find it handy to buy their magazines from you.

Periodicals comprise one of the few lines that bring increased profits without increased expense. It requires no extra time or clerks to show, explain, sell or wrap them. The customer waits on himself. You take the money.

Periodicals require but very little space and the stock is constantly and regularly "turned over." New numbers constantly appearing make a steady demand and continuous "repeat orders."

It costs nothing but a two-cent stamp to get full particulars. Send us the coupon without delay.

The American News Company,

8-12 PARK PLACE,  
NEW YORK CITY.

SEND NAME AND ADDRESS TO:  
THE AMERICAN NEWS COMPANY  
8-12 PARK PLACE  
NEW YORK CITY

### COPY SELLING SIDE-LINE IN A DRUG TRADE JOURNAL

a newsstand. In view of the fact that in the drug line, for instance, a dealer will make a good deal higher percentage of gross profit on a newsstand than a cigar stand, one retail druggist stated that he made 35 per cent on his newsstand as compared with 28 per cent on cigars and 20 per cent on proprietaries, this argument "held water," but the appeal seemed to

have lost its effectiveness through abuse, for later, when a series of ads were run in the *Pharmaceutical Era* playing up the fact that the main reason a dealer should put in a newsstand was because it attracted a desirable class of trade, results were surprising. The advertiser found that this was the main reason why druggists were putting in such articles as vacuum cleaners, rubber clothing, harmonicas, cork insoles, and the like. The druggists were coming to realize that it wasn't what the customers come in for, but it is what they go out with that counts. So anything which would get the crowd into the store in the dealer's mind is worth while.

It is this thought which prompted a druggist in New Ulm, Minn., to put in a phonograph department, and another in Orange, Va., to take out an agency for Prest-O-Lite tanks and other auto specialties: it drew desirable automobile trade. Even that enterprising Canadian storekeeper of Lion's Head, Ontario, who installed an insurance department and wrote policies for several of the big companies when not busy selling candies and cigars, may have felt that in doing so he would get more people into the store.

After all is said and done a store is a place where people come to buy. Outside of tradition there is no reason why a grocer should not sell shoes, why a shoe store should not sell groceries if the proprietor can be made to feel that it is to his interest to do so. No matter what kind of a store it is, so long as the people come to it and the storekeeper displays an advertiser's goods, that store is a selling outlet which brings the buyers into contact with products they have seen advertised. And the wise advertiser wants all the displays working for him that can be obtained at a normal expenditure of time and effort.

The New Lots Ad Club has been organized in Brooklyn. Officers of the club are as follows: President, L. N. Cohn; vice-president, S. Friedman; secretary, D. Freilick; treasurer, Alexander Goldstein.

## Quantity Discounts and "Buying Exchanges"

F. B. Connolly, of San Francisco, president of the National Association of Retail Grocers, told the jobbers assembled at the Minneapolis convention of the National Wholesale Grocers' Association, that the existence of retailers' buying syndicates was due to the practice of giving unfair quantity discounts. In part, Mr. Connolly said:

"I want to say to you that the buying exchange is merely a temporary makeshift and is brought about by conditions over which you yourselves should have assumed some control. The preferred buyer, the large buyer in each community is really the cause of the buying exchange."

"In the city of San Francisco we never had a buying exchange until a department store was able to buy everything sold in its grocery department at the jobbers' lowest price."

"I am calling your attention to the fact that there would not exist a buying exchange in this entire United States if there were no preferred buyers; if there were no men in each community who as in the past might go to the jobber and say, 'If you make an agreement to supply me with all my goods at cost prices, plus a brokerage commission of two or three per cent, I will buy all my goods of you. That kind of a proposition is what has caused the buying exchanges to-day.'"

## Misunderstood Fourth of July Notice

Following a two day run on the North Avenue State Bank, Chicago, caused by the people misunderstanding a notice that the bank would be closed Saturday, July 4th, a series of advertisements were run in the newspapers to the effect that all depositors who withdrew their savings deposits during the run and forfeited their interest, and who wished to reopen their accounts would receive the interest just the same as if withdrawals had not been made. Depositors were given this opportunity up to July 10th.

## Boston to Have "Safety First" Day

Boston, Mass., is to have a "Safety First" day. Merchants and business establishments will decorate their windows in some manner displaying the motto "Safety First." Boston Elevated Railroad Company will use several street cars completely covered with placards giving advice to the public and to drivers of horse and motor vehicles.

## Robins With Dodge Brothers

H. M. Robins has resigned as advertising and foreign sales manager of the Continental Motor Manufacturing Company to accept a position in the sales department of Dodge Brothers, Detroit, who are to make and market a motor car in the fall.

## Tendencies Toward Co-operative Buying

A Factor of Magnitude Is the Growing Disposition of Farmers to Associate in Groups for Purchasing Supplies—Attitude at Washington Apparently One of Encouragement

"I HAVE discovered," said Seth Low at Washington recently, "what I think is the fundamental problem of the farmer—that is the small farmer, at least in the Eastern part of the country. He buys at retail and sells at wholesale. He has to pay retail prices for everything he gets, and then he has to take wholesale prices for what he sells. I submit that there is not another business in the country that can do that. Imagine what would happen to any manufacturer, if he had to pay retail prices for coal and everything he purchased, and then had to sell his product at the wholesale price of the day."

Thus Mr. Low put his finger on the flaw in the present-day system of merchandising as it affects rural residents. The significant feature of the situation is that it is not only students of economics such as Mr. Low who are doing some deep thinking on this subject. The plain everyday farmer is feeling impelled to analyze his responsibilities as an ultimate consumer of manufactured goods as well as a producer of raw materials.

### NEW FACTOR IN MERCHANDISING

The outcome of this rural unrest is the development of a new factor in merchandising—new, that is, in its prospective magnitude. Co-operation it is called in sweeping application. For the time being it is, in so far as the United States is concerned, decidedly an infant activity, but it is the possibilities of the future which render this movement of significance to advertisers, manufacturers, and trade interests in general. To many advertisers and manufacturers must have come as a complete surprise the latter-

day disclosure that rural co-operation, as nurtured in this country, contemplates the co-operative purchase of the farmers' equipment and supplies as well as the co-operative marketing of his output. The impression was general that the farmers' ambition was merely to cut out the middleman in selling. It has not been so fully appreciated that the agriculturist is equally intent upon cutting out the middleman in buying.

Manufacturers, if of narrow vision, might argue that provided consumption of their goods is not curtailed—and it should be somewhat increased rather than curtailed—co-operative buying could have little effect upon their interests. However, it is suspected that many manufacturers will feel that they cannot remain insensible to radical changes in the system of sales and distribution, even though there be involved no question of factory profits. The far-sighted manufacturer may surmise that extensive co-operative buying will bring demands for quantity discounts and special concessions as the very essence of the system. And, on the face of it, it would appear that comprehensive co-operation would curtail the business of the local retailers if it did not eliminate a proportion of them, as the merchants themselves predict.

So well recognized is this menace to the retailer that Seth Low in a co-operative project of his own has taken steps to protect in some degree the local storekeepers. Mr. Low, who has a farm at Bedford Hills, N. Y., has been instrumental in organizing the Bedford Farmers' Co-operative Association which now has 146 members. In discussing the policy of this organization Mr. Low said: "We do not want to make it impossible for the tradespeople to maintain their stores and to carry on merchandising as they used to do. Therefore we do not ask, and never have asked, our members to give all of their business to this co-operative association, and they do not do so. All we are anxious to do is to have a steady



effect upon prices there, such as the Erie Canal for so many years had in New York State."

#### RETAILERS AROUSED

That the retailers, however, are thoroughly aroused over the prospect of attempts at co-operative buying on the part of the farmers has been indicated by recent events in the farm implement trade. As reported in *PRINTERS' INK* at the time, the Rural Organization Service of the U. S. Department of Agriculture some time ago sent out to manufacturers, bankers, etc., about 10,000 letters asking for criticisms and suggestions upon an experimental plan of co-operative buying which had been inaugurated under the auspices of the department by the farmers in the vicinity of Schellburg, Pa. The sending out of these letters seemed to signify an intention to recommend the extension to other communities of the Schellburg plan (amended as criticism might warrant), and associations of hardware men and implement dealers in all parts of the country deluged the officials at Washington with a perfect flood of protests. Indeed, so violent was the opposition that the Secretary of Agriculture felt impelled to issue a statement explaining that the whole project was merely at the investigative stage. However, it was observed that his carefully worded statement contained no assurance that the department would not encourage co-operative buying if convinced that this form of distribution was in the best interests of the farmers.

Retailers and agents for farm implement makers who have sent to Washington communications in protest against the supposed attitude of the Agricultural Department have cited many objections to co-operative buying, but the one upon which greatest stress has been laid, and which, it may be added, most directly concerns the manufacturer, is that which involves "service." It is claimed that in the case of farm machinery quite as much as in the case of automobiles the satisfaction on the part

of the customer which brings repeat orders can be attained only by vigilant dealer service—service which it is claimed could not be rendered by the clerical employees at the office of a co-operative purchasing agency. Some of the officials at the Department of Agriculture, who are personally enthusiastic over the idea of co-operation, have tentatively suggested that retailers need not be forced out of business—why not have the erstwhile retailer act as agent for the co-operating farmers? This would, however, inevitably mean a cutting down of the merchant's income, and moreover it has been pointed out by protesting implement dealers that the suggestion to have a dealer act as the agent for the farmers would not answer as even the proverbial "half a loaf" in a community where there are three or four local dealers.

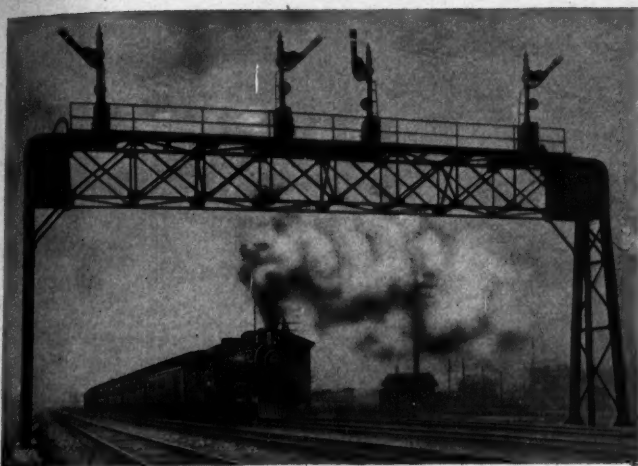
#### COST OF CO-OPERATIVE BUYING

Merchants in various lines who have recently appeared before Congressional committees in Washington have been questioned as to co-operative merchandising by Congressmen, who have suddenly evidenced a keen interest in this subject, and the witnesses have almost invariably been skeptical as to the permanent success of co-operative stores, and have ventured the opinion that even if the system be a success it will be found impracticable to distribute goods at less expense than by the present system.

Speaking on this phase of the subject, John A. Green, secretary of the National Retail Grocers' Association, said: "My experience has taught me that no matter how they may run their affairs in a co-operative way there is an expense attached to it that either they must pay or somebody else must pay, and the fact that we have wholesale houses to-day is a matter of absolute necessity. They are endeavoring to cut out what they call middlemen, whereas they themselves are establishing themselves as a medium between the manufacturer and the public because they are building ware-

(Continued on page 44)





## ***The Right Way***

There's a way to reach the railway signal officials who authorize the purchase of signaling equipment and supplies; there's a way to reach the buying power who spend \$800,000,000.00 yearly for railway supplies and equipment. That way is the right way—through

## **THE SIGNAL ENGINEER**

Your sales message carried in the advertising pages will reach over 3,960 signal men in charge of signaling systems. You reach the men who keep in touch with the developments and progress made in the railway signal field. You reach the men only interested in signal work, covering the field completely—with no waste circulation.

### **SIMMONS-BOARDMAN PUBLISHING CO.**

New York

Chicago

Cleveland

*We are members of the Audit Bureau of Circulations*

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## For Instance—

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## The Circus

A family in a small town might easily be interested in the same thing their city cousins enjoy. For instance—the same circus.

And the family in the small town might occasionally take a magazine written and edited from a city point of view.

But the *vital* interest of the woman in the small town is *the life she has to live*, and in her heart of hearts is most satisfied with.

WOMAN'S WORLD is edited *for* the woman in the small town and in the country—with a sympathetic knowledge of her life and a single desire to be helpful to her.

There is one reason why the women of the small towns prefer WOMAN'S WORLD to many other publications; these may be more dressed up, but to her they are not so helpful nor so interesting.

One evidence of this fact is that WOMAN'S WORLD has a subscriber in one home of every seven or eight, in the small towns and rural districts, while in not one in fifty are there subscribers for any other woman's publication.

WOMAN'S WORLD  
Chicago

houses, which must, of necessity, be run at an expense."

A question that may present itself to some manufacturers is whether the extension of co-operative merchandising would lead in time to the establishment by the co-operative organizations of their own factories. That has been the outcome to a certain extent in England, where are located the co-operative organizations which have served at once as an inspiration and an object-lesson to those Americans who now seek to promote the same system on this side of the Atlantic. Speaking of the associations of consumers in England, Seth Low said: "They were founded in Rochdale fifty or sixty years ago and they have become enormous. They have co-operative associations for purchasing in common in every little place. Those societies are organized through a general society, and that general society does its own manufacturing; it has grown to be so large that it maintains its own steamship line; and I think I am correct in saying that its annual turnover is hundreds of millions of pounds. Not a single co-operative association aims at monopoly; it aims at something very different. What it wants to do is to enable the small farmer to buy his plow, to buy his fertilizer, and to buy his seed at prices that a man with capital has to pay and at no higher prices. The members agree to give all of their business to the co-operative association, otherwise that association does not know on what scale it can operate nor what expense it can carry."

#### EFFECT ON ADVERTISING

The effect of co-operative merchandising upon advertising may afford a fruitful field for speculation. None of the co-operative stores or co-operative associations thus far established in the United States have been extensive advertisers, and such advertising as has been done has usually been through the medium of cards, circulars, etc., rather than by means of newspaper space. Pursuing the subject, the national advertiser of a standardized article may feel im-

pelled to ask himself whether there will be a temptation to co-operative management to push private-brand goods rather than nationally known lines. The danger, if any, will lie in the fact that a member of a co-operative association may be induced to accept substitutes if it is represented to him that he will thereby increase his cherished "dividend." American business men who have observed the workings of co-operative buying organizations abroad declare that it is the effect there—the cultivation on the part of consumers of a willingness to accept any recommended goods and even to pay higher prices on the assurance that it means an increased dividend in the end.

Possibly, as has been declared in some quarters, the higher cost of living in recent years has furthered the cause of co-operation in the United States, but the present movement for co-operative buying by American farmers has doubtless been stimulated by the representations made by some of the members of the American Commission (appointed by the President or delegated by the several States) who last year toured Europe in order to make a study of the agricultural communities, particularly with reference to rural credits, co-operation, etc. A number of these delegates have, since their return, spoken publicly and written for the farm press in enthusiastic praise of what has been accomplished by means of co-operative buying, especially in countries such as Denmark and in Ireland, where mowing machines of American manufacture which are purchased from the maker at \$52.50 are sold to the consumer at \$57.50.

#### A DISSENTING MINORITY REPORT

By no means all of the American Commission delegates, however, are convinced that co-operative buying would be a good thing for American farmers or that the system could duplicate here the success which has attended its introduction abroad. So strongly do these dissenters feel on this subject that they have presented

to the United States Senate a minority report. In this it is pointed out that not only is there a marked difference between the European farmer and the American farmer as an individual—the latter being superior in initiative, intelligence, ambition and trading ability—but that the conditions of rural life in the United States are less adapted than those in Europe to co-operative buying. For example, in Europe, where the farms are small, we find the agriculturists residing close to one another, and in many districts the farmers dwell in villages, whereas American farmers residing on their farms are more or less isolated from one another.

Another adverse factor cited is that American farms change hands much more frequently than European holdings—there is not the fixed status in the community that begets the co-operative spirit. Finally, Europe is so thickly settled that there are few of the farmers that are not within striking distance of a city or large town so that naturally there is not the opportunity for catalogue-house competition that exists in a large portion of the United States.

But whatever the obstacles it may encounter, the spirit of co-operative buying is bound to spread to some extent in America, and manufacturers and advertisers may as well reconcile themselves to the fact. This outcome can be confidently predicted because agriculturists who have had a taste of the benefits of co-operation have been eager to extend its scope. No sooner had the cranberry-growers of Cape Cod and the fruit-growers of Florida and California discovered that they could sell at better prices through co-operation than they conceived the idea of buying their labels, barrels, and boxes and other supplies, co-operatively and ultimately undertook co-operative advertising to the consumer. The co-operation of tobacco-growers in Kentucky and elsewhere, the banding together of grape-growers in the vicinity of Lake Erie, and the mutual understandings of the peanut-producers in Virginia are only a few of the many other evi-

dences of the trend toward combination in selling that is finding its inevitable sequel in collective buying.

## Wants "Printers' Ink" in Definition

DETROIT, June 20, 1914.

Editor of PRINTERS' INK:

About a year ago I thought I had a pretty clearly defined idea of what advertising is, but since reading the various informing definitions of your readers I have found myself sliding off my firm ground, until I'm dinged if I know what it is.

Mr. Cohn, in PRINTERS' INK, issue of June 18, thinks it is the effort, by other than personal solicitation, to induce others to make use of an article or service. But does that cover all cases? Right here in Detroit our street railway company is issuing a weekly organ, distributed in the cars, whose primary purpose seems to be to remove the existing prejudice against privately owned public utilities, in order to stall off municipal ownership. Of course, it does incidentally try to sell service, but its chief end seems to be to change public sentiment. Again, our local political machine, which manufactures popular government to suit its own needs, used circulars last year to defeat our new charter. These circulars read: "Vote 'No' when the charter comes up," and gave a series of reasons. Now the question is, Was this advertising? There was no article or service for sale. If it wasn't advertising, what in Sam Hill was it?

I suggest this definition:

Advertising is the effort to bring an article or a proposition into the public eye—by *printers' ink*, or means other than personal solicitation—and to create a prejudice for or against the same, as desired, with the purpose in view of getting the public to approve, disapprove, purchase or in other way act toward the article or proposition as desired by the advertiser.

This definition allows for advertising of the character mentioned by the above instances. It includes the possibility of using novelties, coupons, sampling and other means. It covers negative as well as positive advertising.

J. CLYDE WILSON.

## Featuring Half-Million-Dollar Profit

That \$500,000 profit was made during 1913 by retail cigarists in sales of El Principe de Gales cigars alone is the statement which is being featured exclusive of everything else just now in the trade-press copy of the Havana-American Company, New York City.

The American Bread & Baking Company, Richmond, Va., is stimulating sales by co-operating with the Westmoreland Candy Company, giving away a package of Peconut Crisp with every loaf of "Eatmor" Bread on a certain day.

# THE CHRISTMAS CONC





# S METROPOLITAN IS ONG

The Christmas METROPOLITAN, dated December and reaching subscribers November 20th, will mark an epoch in magazine publishing.

If you could see the proposed editorial contents together with plans already outlined I know you would be as enthusiastic about using the METROPOLITAN Christmas Number as I am in urging you to do so.

Our publisher, Mr. H. J. Whigham, sailed for Europe the last of June to make final arrangements for three noteworthy features for this big Christmas Number.

Don't wait, however, until Christmas to use the METROPOLITAN. Decide, if you can, to use December but *begin* in the September issue.

The METROPOLITAN'S big Fall advertising campaign guarantees an additional value to every advertiser represented.

DO YOUR CHRISTMAS  
ADVERTISING EARLY

## The Responsibility of Service

**T**HE responsibility of giving "Nordhem Company Service" to the advertiser does not rest only on the shoulders of executives, branch managers or department heads. Every member of our organization has a part in the performance of this service and bears his share of the responsibility in making it efficient, helpful and sales producing.

That eight of the largest advertisers in the country have during the past six months placed their poster advertising campaigns in our hands is good proof that "Nordhem Company Service" is the kind which stands the acid test of analysis and investigation.

A chance to explain to you the nature of our service—its far-reaching influence and selling assistance; its co-operative spirit and intelligent application—will enable us to make it clear why these eight prominent advertisers placed the poster advertising of their goods in our hands.

At your request we will send a man to tell the story.

### IVAN B. NORDHEM CO.

#### Poster Advertising

OFFICIAL REPRESENTATIVES POSTER ADVERTISING ASSOCIATION  
UNITED STATES AND CANADA

**BESSEMER BLDG. PITTSBURGH, PA.**

#### BRANCHES

**NEW YORK, N. Y.**  
Marbridge Bldg.  
**PHILADELPHIA, PA.**  
802 Chestnut Street  
**MINNEAPOLIS, MINN.**  
Metropolitan Life Bldg.

**CHICAGO, ILL.**  
1248 Otis Building  
**CINCINNATI, O.**  
815 First Nat'l Bank Bldg.  
**KANSAS CITY, MO.**  
Fifth Floor, Merry Bldg.

**BUFFALO, N. Y.**  
1044 Marine Nat'l Bank Bldg.  
**CLEVELAND, O.**  
421-23 Rockefeller Bldg.  
**GRAND RAPIDS, MICH.**  
519-20 Murray Bldg.

## "Help" One Retailer Asks for

He Is Driven to Address a Circular Letter to Manufacturers Telling Them Several Usual Offerings He Does not Want and Some Things He Does Want—Some Money-Saving Hints

A CLOTHING firm has issued a circular letter to all the manufacturers with whom it deals, telling briefly just exactly what it wants and does not want in the way of "dealer co-operation" in advertising. So much that is pure speculation has been written regarding the retailer's needs that it may be interesting to hear what he himself has to say on the subject. While the business in question happens to be that of a clothier and furnisher in a city of a half-million inhabitants, the ideas offered ought to be suggestive for many other lines as well.

Omitting the heading, the letter in question is as follows:

"Our advertising department has very often written to the various manufacturers' whose goods we sell, asking for aid and advertising material of various sorts. To save time, we have decided to issue this circular letter which will give you an idea of what we would like to receive from our manufacturers. Probably it is too late for this season, but so far as we are concerned, the ideas in it hold good yesterday, to-day and forever.

"We do not want electros containing any copy. Even the best-written matter in the world looks foreign and 'ready-made' when placed, with its unfamiliar type-faces and argument consisting mostly of vague generalities, in the local paper. Moreover, this store has a style of its own in writing its copy—a style which the manufacturer's copy never even makes any attempt to imitate. We will welcome copy suggestions if they are good—but please submit them in manuscript or proof.

"We do not want cuts which

show the manufacturer's trade-mark spread prominently across the middle of the drawing. In some cases, we will use trade-mark cuts, but we wish to reserve this judgment for ourselves. We take it that what you wish is not to advertise your line at our expense, but to help us make sales of your goods in this store. Send us trade-mark cuts by all means, but send them separately. Otherwise your total expense in preparing cuts is a dead loss to you.

"We do not want clothing illustrations which show effeminate young men in sickly attitudes. We do not believe that any sane young American wants to look like that; we do not believe that that sort of picture will draw him to this store.

"We do not want badly drawn pictures under any circumstances. One of the largest makers of children's wear sends us thirty or forty cuts every season, compared to which the sketches made on blank walls by loafers are honestly veritable works of art. The net result of this manufacturer's 'co-operation' is a little extra trouble for the office boy.

"We do not want fine-line half-tone cuts sent us for catalogue work unless we make a special request for them. Every year we get many of these, totally useless for any other purpose, and usually useless even for catalogues, either because they are too large, or because they bear the manufacturer's name too prominently. Think of sending out a 150-line half-tone cut fourteen inches high! That is what a big under-wear house did last year.

"We do not want mounted electros. This house can use matrices as well as anything; next to them we prefer unmounted cuts. It is a nuisance to remove a mounted cut from its base; it is cumbersome to ship, and bulky to file. We realize that most retailers probably need mounted cuts; but surely there are enough of us in the larger towns and cities to justify the manufacturer in sending out a postcard request for information on the subject.

"We do not wish to be ad-

vised of 'best advertisement' contests, with a \$50 first prize and a 'consolation prize' of \$5 or \$10 for every advertising man who enters them—all advertisements submitted to be *clippings from newspapers*. We have yet to be convinced that these contests are the result of a single-minded interest in good advertising.

"It is our experience that eight manufacturers out of ten provide cuts for dealers which are about twice as large as the dealer can afford to run. A small cut looks just as well, or better, even in a large space; and the majority of us probably use small space a good share of the time. Why not bear this fact in mind?

"If any recipient of this letter wishes to do something novel, we suggest that now and then border cuts of striking design be furnished the retailer. Nearly all advertisers can use these, and appreciate getting them if they are good.

"And by the way—if the manufacturer would publish a little folder giving briefly and exactly the essential facts about his product—what the raw materials are, where they come from, how they are worked over, etc.—it would help the retailer vastly in his struggle to make his copy intelligent and interesting.

"Finally—we would be glad to get a real human hand-written letter from the advertising department of any of our manufacturers, perhaps even consulting us as to what we'd like to have in the way of advertising help. Certainly the manufacturer can never know as long as he continues to send out a hackneyed, stereotyped circular invitation to 'reserve the cuts you will want from the accompanying proof sheets' cut-and-dried, and sadly lacking in the human interest which ought to appertain to common-sense business communications."

R. P. Moore has resigned as advertising manager of the Federal Motor Truck Company, Detroit, to take the same position with the Denby Motor Truck Company, the organization of which has just been announced.

## Convention of Novelty Men

The eleventh annual convention of the National Association of Advertising Specialty Manufacturers will be held at Hotel Sherman, in Chicago, September 8th to the 11th. About 500 manufacturers and jobbers of calendars and advertising specialties from all over the world will be in attendance. An important phase of this convention will be the adoption of the "Standards of Practice" adopted by this division of advertising at the Toronto Convention. There will be twenty-five or more exhibits by the association and manufacturers represented in the industry.

## No Change in Lozier Account

Announcement is made that no change of agents has been made by the Lozier Motor Company, of Detroit. Dunlap-Ward will continue to handle the business. Reports of a change were not authorized by either the Lozier Company or Dunlap-Ward.

The announcement made by another agent that he had secured the account evidently originated in his hopes rather than in any contract signed.

## New Western Representatives

W. G. Ridenour, formerly Western manager of *Modern Electric* and *Mechanics*, and B. W. Cooke, formerly assistant advertising manager of *Popular Electricity*, have been appointed Western representatives of *Popular Electricity* and *Modern Mechanics Magazine*, which is a consolidation of the two magazines mentioned above.

## "Red Wing's" New Slogan

"The Flower of The Vineyard" is the slogan that appears at the top of the new copy on Red Wing Grape Juice manufactured by the Puritan Food Products Company, Inc., Fredonia, N. Y. The Indian Girl trade-mark occupies nearly all the space with the copy appearing in a center mortise.

## Kirk With Warner's Features, Inc.

James Barrett Kirk, formerly with the Blackman-Ross Company, has recently been made advertising manager and director of publicity for Warner's Features, Inc., one of New York's large moving picture concerns.

"Ovengold" a prepared cake flour made by Allmade Bakeries, Inc., Detroit, Mich., will be advertised in the newspapers. The account is being handled by Chas. H. Fuller Company, Chicago.

George Herbert Hands, of the John J. Morgan Advertising Agency, Boston, has been appointed assistant to Fletcher W. Taft, advertising manager of the Carter's Ink Company.

## The Gentle Art of Magazining

III



Paraphrasing what Guizot or somebody said about nations, there are three kinds of magazines:

Declining,  
Stationary,  
Progressing.

Advertise in an ebbing magazine, and you get less, and less, and less business; till you wake up.

Advertise in one that merely holds its own; you get what you buy, no more; the returns yield no agreeable surprises.

Use Today's, or any other live "comer"—circulation bounding, influence deepening—all athrill with growth—and the results are better and better, progressively.

You are of course free to choose any equipage you think is bound successward—but the band-wagon has advantages.

**Today's**  
Magazine for Women

**This Princely Sign Will Light  
More Jimmy Pipes Than Any  
Electric Display Ever Erected!**



**It will reach a circulation of 5,000,000 smokers and cover 75 conventions this year!**

Though mammoth and a work of art, this spectacular display is a record-breaker in speed of construction. Seventeen days after receiving contract from N. W. Ayer & Son, we turned the lights on, and the building inspector said "splendid!"

Nor was it "light" work, in spite of its 1,800 lamps, for its massive 20-ft. initial, eleven 14-ft. and nineteen 4-ft. letters stretch out 84 feet along the roof, and tower 43 feet above Young's Million Dollar Pier, on which it is located, flashing its message in fiery brilliancy and fascinating beauty a dozen blocks up Atlantic City's crowded Boardwalk.

Can you imagine a more sure or more effective way of reaching 20,000,000 people with your ad?

**The R.C. Maxwell Co. Trenton N.J.**



## How Far Can Copy-Writers Be Trusted?

Should Advertisers Trust Their Judgment or Should They Be Watched and Constantly Revised?—An Old Question Asked Again, with Some New Cases to Point a Moral

By Head Copy-Writer

WHEN I say that dictatorship, of the Huerta brand, on the part of a large number of advertisers is responsible for much of the "mediocre copy" that advertising men are so often accused of putting out, I hear a thousand brother copy-men echo a fervent "amen," with what fervor and echo-strength they can muster.

That many advertisers (successful ones, too) are apparently inimical to their own best interests will be denied by few, and the question for debate is, "Gentlemen, Why Is It?"

An advertiser retains the services of an attorney, ostensibly because he believes said attorney is thoroughly competent to represent him in all matters of a legal nature. The advertiser lends his assistance in digging up all data bearing on the case in hand.

He co-operates with his lawyer, but he does not *dictate*. He leaves the matter of presentment, or "copy," to his counsel. He wouldn't *think* of telling the attorney how to handle the case. True, he might *suggest* an angle of attack, but anything that savored of interference would automatically signal Hon. Esquire to withdraw gracefully, rather than proceed to certain defeat *disgracefully*.

### THE ORIGINAL "GOAT"

But when it comes to employing *advertising* counsel; ah, here's the original Angora of the Ark. Here's a man, say, who has made advertising his life's work. He has eaten, slept, motored and golfed with printed salesmanship. He has studied and practised the serious business of advertising from every angle. With that mys-

terious sixth sense he knows almost to a certainty whether this or that piece of copy has the selling germ or not. In short, he is competent advertising counsel.

On the assumption, therefore, that the advertising man is as much an expert in *his* line as the attorney in his, why shouldn't the advertising man be invested with the power and right to work out copy and sales problems as his experience and judgment dictate? Why should he write this style or that style because Mr. Jones likes such-and-such an expression, when he feels in his bones it is not the sort of copy that will sell the largest amount of Jones's goods?

It seems like a terrible mistake to work on the basis that because the advertiser pays the bills, he has a right to pass on all copy. While it is literally true that he does pay all the bills (sometimes) and ought to have a say as to what his money is buying, yet it is not fair to *him* to allow him to overrule the best judgment of high-priced counsel.

We have all seen our copy masterpiece, proved-up on extra-heavy supercoated, laid gently before Friend Advertiser. Before that gentleman even adjusted his tortoise-shelled cheaters, his hand reached automatically into his vest-pocket for that little stub-of-a-pencil that was destined to plough through our masterpiece like the proverbial bull in the china shop.

Friend Advertiser, you know, had written a couple of trade ads one time and right off the bat he was a full-fledged advertising man. Couldn't he do as he chose with the copy he was paying for? If he felt like running the last paragraph in with the introduction, hadn't he the right to do so?

Yes, we agreed, he had the right, but to ourselves we said that it was more a case of might than right. The only consolation we had was in anathematizing the printer for leaving that nice, wide, tempting margin around the text. Next time he has to trim all this advertiser's proofs close as a typhoid haircut.

If it were just a case of injured

pride on the part of the advertising man, it might not be such a serious matter, but very often, by taking an arbitrary stand on the question of copy, the advertiser stands in his own light. He is not getting the full benefit of the service for which he is paying.

It is said that 40 per cent of the files of one agency are composed of plans that have been rejected by advertisers. Moreover, this agent is certain that these identical plans are just the ones those advertisers most need.

You have heard advertising men say, "Oh, they don't want good copy. We've written some dandy stuff for them and they've pigeon-holed every line of it. What's the use?" If advertisers only realized how they jeopardized their interests by driving the advertising man to the point where he says "What's the use?" there would be a great shaking up in the matter of censorship.

I remember the case of a small advertiser who came to an agent with his advertising problem. This advertiser had a revolving scarf-rack, which looked like a winner. The agent assembled the staff and, on the unanimous agreement of "those present," selected a list of mediums that seemed to be just the right place for scarf-rack copy.

The man assigned the task of preparing the copy, which was about an inch-and-a-half single column, doped out the name "Tie Spider" for the article. This name was particularly apropos, as I remember, for the thing had a body out of which projected a number of prongs or "legs."

"Keep Your Ties Looking Brand New" was the headline the agency copy-man put on this little ad. He then followed up with the admonition, "Don't scramble your neckwear in a bureau drawer; use the convenient Tie Spider, etc."

Everybody agreed that this copy would pull. Pardon me, I should have said everybody but the advertiser. This gentleman was spending the munificent sum of \$500, and he was going to see that it was spent right. What did

the agent know about copy, anyway?

He would write his own copy. And he *did*. Here is the headline he put on: "Revolvable Scarf Rack." Ah-h-h-h! The text was just as lifeless. Slam, into the whole list went this beautiful (?) piece of copy, foredoomed to utter failure. To make a long story not-so-long, when the dead were counted, this advertiser placed the blame on the selection of mediums: And thus it goes.

There is another class of advertisers who say, "We are a dignified house; we couldn't think of saying *that* in our copy." I know of an advertiser who said something like that to a copy-man one time. The copy-man replied "The most *dignified* thing I know of is a *corpse*." The advertiser saw the point and gave his permission for the copy-man to say whatever he chose, within reason.

I venture to remark that some of the best advertising copy ever written is either stored away in the dim and dusty archives of agents' files or has since been consigned to the scrap-heap, unread by an ad-reading, ad-answering public whose dollars should have looked good to the short-sighted advertisers who deprived them of the "privilege."

I further venture to state that a lot of the copy appearing to-day would not be acknowledged by the men who wrote it originally, simply because the advertiser has persistently used his prerogative and his pencil—mostly his pencil.

Just how long this condition will continue to exist, time alone will tell, as they say in books.

Very happily for all concerned, there is an ever-increasing number of advertisers who know how to get the best service from an agent or an advertising manager. These advertisers supervise copy for technical corrections alone, leaving the matter of diction and presentment to those who specialize in this work. These are the advertisers for whom advertising men have the greatest respect and who are getting the most out of this thing called advertising.

# Announcement

THE A. M. BRIGGS COMPANY,  
Briggs Poster Advertising  
Service, announces the election of

*Robert Frothingham*

Vice-President and Sales Manager

We welcome Mr. Frothingham into Poster Advertising—an intensive field of great and growing importance to the national advertiser, in which Mr. Frothingham's well-known ability and extensive experience will find a wider scope than ever. Mr. Frothingham's headquarters will be in our New York office.

A. M. BRIGGS, President.

HOME OFFICE:

Peoples Gas Building, Chicago

NEW YORK OFFICE:

1480 Broadway, cor. 42nd Street

BRANCH SALES OFFICES:

BUFFALO	CLEVELAND	DETROIT	LOUISVILLE
DALLAS	KANSAS CITY	SAN FRANCISCO	



## UNIQUE VALUES OF CAR

To place an advertisement before the eyes of the masses of the city for the **LEAST AMOUNT** of money is the **PRIME** object.

Street Car cards not only reach **MORE** people at a **LOWER COST** than any other advertising medium, but they attract the attention of people at a time when their minds are not otherwise occupied.

## STREET RAILWAYS AD

CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Bldg.  
New York



## OF CAR ADVERTISING.

the eyes of the GREATEST NUMBER of people  
 is the PRIME MERIT of any advertising medium.  
 MORE people, reach them OFTENER and at a  
 advertising medium, but THEY ALONE arrest the at-  
 tention are not absorbed or distracted by other things.

ADVERTISING CO.

HQ. OFFICE  
 "Building  
 New York

WESTERN OFFICE  
 Crocker Building  
 San Francisco

## Why not durability as well as economy?

☪ Your catalog should hold together when opened by your customer. We have met this condition with our **RADIUM FOLDING ENAMEL**.

☪ **Radium Folding Enamel does not Crack or Break when Saddle-Stitched.**

☪ **RADIUM FOLDING ENAMEL** is pure white with superfine finish and is within the reach of all who believe good reproduction sells merchandise.

☪ **RADIUM FOLDING ENAMEL** basis 25 x 38—80 lb. will average 25 points test on Mullen Tester.

☪ Quality printers buy **RADIUM FOLDING ENAMEL** where paper is left to their discretion. This is the best evidence of printing quality.

☪ Send us your specifications so we may make your dummies and give you all the facts about our **RADIUM FOLDING ENAMEL**. Printed samples sent on request.

**Birmingham & Seaman Co.**

**Tribune Building, Chicago**

**New York**

**Milwaukee**

**St. Louis**

**Cincinnati**

**Detroit**



## General Welfare Advertising in Britain

Facts Concerning the Attempt to Induce Publishers to Exclude Objectionable Copy—Although Now Behind in the Clean-Up Movement England Has Made a Good Start

By Thomas Russell

President of the Incorporated Society of Advertisement Consultants, London, England

EIGHTEEN months ago a movement was proposed to do a little general welfare work for the cause of advertising. The promoters were advertising men—men who wanted to see more advertising done. They conceived that the most effective way of promoting this would be to tell the general public something about the true inwardness of advertising. They proposed to correct the too prevalent idea that advertising is just a clever scheme to make a man read something which he would rather not read, and thereby induce him to buy something which he would rather not buy. For this idea they aimed to substitute the more common-sense view that if a thing isn't worth buying and coming back for afterwards it cannot be profitable to advertise it.

At the same time, following the American example of which PRINTERS' INK has been the active exponent, it was thought advisable to try to clean up our advertising columns a little, and give the public a better opinion of advertising all round by throwing out the announcements of those whose use of advertising is an abuse.

The movement was rather slow—we are apt to be slow over here—in getting on its legs. Also the money for its support did not roll in very fast. Advertisers were not numerous on the contribution list. Newspaper owners and bill-posters found the most of the money.

It cannot be said that the "cleaning-up" process has shown much effect. The most respectable London weeklies carry full-page ad-

vertisements of what are called "turf accountants"—a class of gentry who by some ingenuity defeat the betting laws and induce the fool part of the public to bet by mail. "Sweepstakes" on horse-racing events of importance, worked from the more tolerant cities of the small continental countries, are also freely advertised. Many highly esteemed papers carry advertising which is obviously deceptive. Take it all around, American advertising is a good deal cleaner and honester than ours.

### THE MAN WHO SAID

*"I never buy advertised goods when I can help it"*  
wasn't so wise as he thought

FOR in the first place he can't help it. If the goods he did buy weren't advertised in some way he wouldn't know of them.

¶ And it isn't reasonable to have a grievance against the merchant who takes the most trouble to let you know that he has something worth buying.

¶ After all, if he is willing and able to spend money on advertising, he is surely in his own interests willing and able to spend money in making his goods worth advertising and worth buying.

¶ For as surely as it never pays a shopkeeper to disappoint a customer, it never pays an advertiser

**And for precisely the same reason**

SPECIMEN OF COPY USED

But a start has been made with direct welfare advertising. Copy was written and stereotypes or matrices have been supplied for newspapers to insert, and a large number of them are running it. An example of the copy is reproduced herewith. Many trade papers have promised space for advertisements pointing out the immorality and short-sightedness of the substitution act, and Mr. Walter Hill, the well-known bill-posting contractor, has put up posters in London advising the public to shun substitutes. The traffic combine controlling most of the London motor-omnibuses has agreed to give space for boards that will advertise advertising.

# Chips and Chat

By G. H. E. Hawkins

Of the N. K. Fairbank Co., Chicago, Ill.

**A**N advertising manager is known by the company he keeps—on the map.

Advertising, to be successful, must be placed on well-defined lines. It isn't what you spend, but, rather, what you get for what you spend. Many advertisers flounder about from one method to another until they do not know what destination they are trying to reach. Sometimes it really pays to follow out a pre-conceived idea to the limit, even at the expense of being considered bull-headed.

In Boston there's a coal dealer by the name of Coleman. In New York Burns Brothers are in the coal business. Here's a chance for a couple of real slogans:

Coleman the Coal Man.

Burns better than others—  
Coal from Burns Brothers.

And in Minneapolis an enterprising coal dealer has an illuminated sign in his window which reads:

"Coal Quickly Delivered,"  
with the initials "C. Q. D."  
emphasized.

Advertising managers of nationally distributed products spend much time and gray matter in getting their sales forces to appreciate the value of literature for the consumer and display matter for the retailer. The distribution of this matter in an intelligent manner is absolutely essential, but many an old-line salesman underestimates its worth and refuses to be bothered with its placing.

Most advertisers now send samples of such new matter and request requisitions in such quantities as the salesman can use to advantage in his territory. The old method, however, was to divide up an edition and send

each man his share. A salesman with a certain large manufacturer, who followed this plan, took in the advertising matter as it arrived and stored it in his cellar. One spring he dragged it all forth to the village common and started a bonfire, in which hundreds of dollars' worth of good advertising matter went up in smoke.

The firm heard of it, and, needless to say, the bonfire salesman got "fired."

It has been estimated that fifty per cent. of such advertising matter is wasted, and it behooves advertising departments to establish a system whereby the intelligent distribution and ultimate consumption of literature for local work is followed up and carefully checked. It will surely pay.

No man is so big that someone cannot be found to take his place. Anent the advertising manager who thinks he rules the roost and that if he leaves the business grieves:

The kink is dead—long live the kink—

When you are gone, another gink  
Will take your place;  
Although your frenzy may subside,

The cell you filled is occupied  
Your memory to efface.

Sometimes when we are looking for a big idea it is right at our elbow. One of the best-known advertising trade-marks was evolved from the discards by an advertising agent who had sense enough when he took on a new, large account to look over all their old sketches and ideas.

Advertising is becoming such a factor in business and home life that the consumer is actually suspicious of an article that is not advertised.

# Stock Farms Are The Richest Farms

There's a reason.

Legumes are grown and they  
regenerate the soil.

Thick bluegrass sod strengthens  
the land and prevents soil erosion.

Stock-keeping returns most of the  
plant food to the seedbed.

---

THE BREEDER'S GAZETTE, Chicago, is the stock-keeper's favorite publication; simply because it stands for soil building, for fertility maintenance, for the conservation of land by the employment of good live stock and thorough up-to-date cultivation of the right crops—all of which leads up to solid home building and the attainment of the highest ideals of country life.

Please give us an opportunity to convince you as to the foregoing. Permit us to send you a recent issue of THE GAZETTE at our expense. Address

**The Breeder's Gazette** 542 S. Dearborn Street  
Chicago, Ill.

OR  
GEORGE W. HERBERT, INC.  
Advertising Building  
CHICAGO, ILL.



OR  
WALLACE C. RICHARDSON, INC.  
41 Park Row  
NEW YORK CITY

For the First Six Months of 1914

# The Evening Sun

New York

Gained 234,000 Lines

of advertising over the corresponding six months of 1913

An increase of 780 columns during an uncommon season of business contraction. 69,753 agate lines more than the combined gains of all the other New York evening newspapers. These gains have been possible because **The Evening Sun** is a splendid advertising medium, steadily increasing in circulation and with no increase in its reasonable advertising rates.

Compiled by the Statistical Department of the New York Evening Post

## EVENING SUN 234,000 Lines Gain

Second newspaper .....	96,147	Lines	Gain
Third newspaper .....	68,100	"	Gain
Fourth newspaper .....	117,907	"	Loss
Fifth newspaper .....	198,684	"	Loss
Sixth newspaper .....	294,764	"	Loss
Seventh newspaper .....	351,012	"	Loss

For seventeen consecutive months

## The New York Evening Sun

has made an advertising gain over the corresponding month of the previous year. A unique record of continuous monthly advertising gains not achieved by any other New York evening newspaper, and an emphatic demonstration of the supremacy of **The Evening Sun** in increased advertising patronage. The net paid average daily circulation for the six months ended April 1, 1914, of **The Evening Sun** is 110,300 as attested by the sworn figures furnished to the United States Government in compliance with the law.

This numerical strength is not alone the force of **The Evening Sun**. There is the liking New Yorkers have for it. This preference, added to its clientele of exceptionally prosperous readers, makes it easily the best advertising medium in New York for interesting those whose incomes exceed the average. In the families of these readers **The Evening Sun** is an influence that immeasurably increases the value of its advertising columns, because it is exerted in homes where ample incomes are the rule and comfortable and modern conveniences a matter of course.

## Advertising Which Wins the Co-operation of Employees

Overcoming the Opposition of the "Underlings" Who Fear the Introduction of Time and Labor-Saving Equipment—Dictaphone, Remington and Burroughs Experience

By Roy W. Johnson

A CASH-REGISTER salesman sold a machine to a saloon-keeper who said he thought his manager was holding back part of the receipts. When the salesman came to install the register and explain its operation, the manager who had hitherto made every effort to block the sale, manifested great interest and wanted to know all of the details.

"What would happen," he asked, "if I should put the cash in my pocket and never go near the register at all?"

"What good do you think the machine would be," said the salesman solemnly, "if it didn't furnish the boss with a record of that?"

Next day the manager decamped with \$300, but the daily receipts showed a marked improvement from that time on.

That incident, besides being an illustration of quick-witted salesmanship, points out one of the obstacles which many manufacturers have to overcome; namely, the opposition of employees to the purchase of equipment designed to promote efficiency. Sometimes this opposition arises through fear that the equipment will enable the concern to get along with less help, sometimes it is caused by the in-

ertia which causes men to cling to old and familiar methods, and once in a while it happens through fear that dishonesty will be uncovered. In any event it is a problem which the advertising department must recognize right at the start.

Theoretically it may look as though the boss were the only man to convince, and that when it has been proved to him that a piece of equipment will increase the efficiency of his organization, the rest is easy. Salesmen for office equipment know only too well, however, what a big influence is wielded by the "underlings" in an organization, and what a tremendous handicap must be overcome when their faces are set against an innovation. Many a salesman has worked up a good prospect only to meet with the discouraging finale: "I'd like to try out your machine, but don't see how it can be done without seriously interfering with the organization. It wouldn't be worth

### The DICTAPHONE Girl



Fig. 1. S. Pat. Off.

"Easy! Why, I just listen to Mr. Smith's voice and write out what he says on the typewriter. I can regulate the Dictaphone to my typewriting speed, and then if I do happen to miss a word, there is a back spacer just like on my typewriter, and when I press it Mr. Smith's voice obligingly says the last few words over again.

"I don't have to risk my life any more by asking him to repeat—you know how Mr. Smith hates to be interrupted. It always makes him forget what he was going to say, and then he goes right up in the air.

"Yesterday I wrote 80 letters and if I had had to take them down in shorthand first, I'd have had to stick around here until all hours. As it was I got them all done in plenty of time.

"Eye-strain! I'm through with that! And 'cold notes' don't worry me now. What's more, my letters are right. And why shouldn't they be? I copy his own words, instead of copying my notes of his words.

"I hope I never see a short-book again! I'd just as soon typewrite and go back to letters in long-hand.

"Yes and I didn't like the Dictaphone when I started, hand note-give up my writing idea of the either."

Demonstration in your own office on your own words

#### THE DICTAPHONE

(Columbia Graphophone Company, 345 Broadway)  
New York, New York

Scores in the principal cities. Dealers everywhere.

"Easy Day's Work"—a book we should like to send you.

Approved by  
the Under-  
writers. Of-  
ficial Dictating  
Machine of the  
Panama Pa-  
cific Inter-  
national Ex-  
position.



AN EXPERIMENT WHICH IS WORKING WELL

all the discontent and dissatisfaction it would cause. We may not be operating at the highest efficiency, but things *are* going smoothly, and we don't want to add any unnecessary friction."

Of course the case isn't necessarily hopeless, and sales have been made despite that very condition, but it is an added burden upon the salesman which advertising of the right sort can do much to remove.

#### MACHINES ARE NOT MISCHIEF-PROOF

Comparatively few employers buy equipment of any kind without asking the opinion or the advice of the employee who is to have charge of it, and the recommendation of the latter goes a long way towards favorable consideration. And if the boss installs a device over the protest of his employee, what that employee can do to that machine to make it work badly beggars description. A machine may be made to all intents and purposes fool-proof, but nobody ever yet succeeded in making one mischief-proof. An adding machine, for example, cannot be made to add wrong, but it can be made to print an entirely erroneous total at the foot of a column of its own figures. Instances of wilful mischief are rare, of course, but they do happen once in a while, and only serve to emphasize the necessity of keeping employees in the proper frame of mind.

In brief, the wise office manager knows too well the value of what is commonly called *esprit de corps* to endanger it by the introduction of methods to which employees are directly opposed. It is not at all uncommon for a salesman to be told that his machine will be purchased if he—the salesman—can convince the office force that they really want it.

Probably the majority of sales of equipment of this sort are made after a trial of the goods in the prospect's own office. The trial is as important to convince the employee as to satisfy the boss. Many an adding machine has been placed in an office in spite of the

bookkeeper's protest that he doesn't need it and can't use it. "Just let it stand there in the corner till the next time I am in the neighborhood," says the salesman, "and I'll take it out of your way." Maybe the machine stands there idle for a week, maybe two weeks; a month perhaps. Meanwhile the bookkeeper is receiving letters from the company telling him how easily he can perform certain everyday operations with the help of the machine. The letters are tactfully written; they make no reference to any possible antagonism towards the machine; they simply tell how the work can be done more easily. The letters are instructions; not arguments.

#### HOW THE "TRIAL SYSTEM" WORKS

Some day the bookkeeper strikes a snag. Perhaps his trial balance is "out," or he wants to get away to the ball game. He wheels the machine out of the corner, strips off the rubber cover, and "tries her out." He likes the result. Next day he uses the machine in his regular work, and by the time the salesman arrives to remove the trial he finds a vigorous ally in the bookkeeper who doesn't like the idea of going back to the old methods a little bit.

A certain adding-machine salesman had on his prospect list a particularly stubborn small-town banker, who had practically kicked the salesman out of the front door more than once. The salesman waited until a day when a Texas rainstorm was drenching the whole county, and drove up in front of the bank with his machine in a topless buggy. The machine would be ruined, he represented, and wouldn't the banker let him store it in the back room for a day or two? The machine is there yet, though it was six months before the sale was finally made.

But while the trial system removes prejudice in individual cases, advertising, properly directed, does it by wholesale. Some of the concerns which have been advertising for years are just beginning to understand how far it can go towards securing the co-



"You can do the same amount of work with less help." This, addressed to the boss, instantly puts

"It saves time, work and worry," "You can go home on time at night," "Which clerk is entitled to a raise?" "Keep a record of every transaction," and so on. Sometimes a touch of humor will serve to remove the sting from a headline which would otherwise be dangerous. For example: "We don't make mistakes in our office—of course not. That's



of my machine has made me a faster operator—cooperation from the men has eliminated inaccurate transcription."

To apply the same simple principles—secure the same desirable results

327 Broadway, New York, U. S. A.

business men who request it, whether he uses Remington machines or not; whether he intends to buy Remington machines or not. It is not offered to secure funds for the sale of typewriters. A request will obligate in no way nor involve one in any expense. If you will send the coupon below a free copy will be sent you.



"Which of your clerks is robbing you?" naturally reacts like a red shirt on a bull.

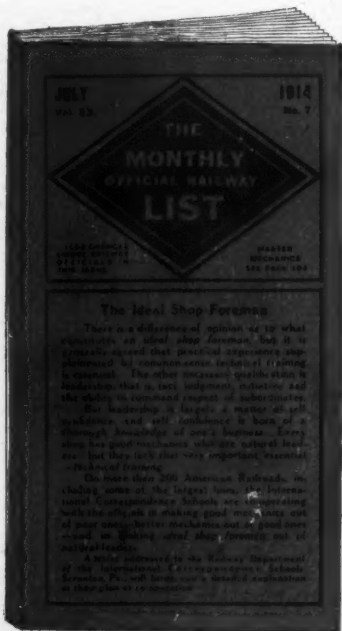
There is still another class of appeals which, while they look innocent enough, are perhaps most dangerous of all. They are met with in copy which is addressed to the employee himself, and take some such form as "Show the boss that you are worth more pay," "To earn more, learn more," "Save your brains for better things," and so on. Employees resent that

# OUR FREE OFFER

We hereby agree to carry your advertisement in each issue of

## THE Monthly Official Railway List *Free For One Year*

if, after thorough investigation of our records by some official of your Company—that official says **THE RED LIST** is not entitled to part of your advertising appropriation, *over and beyond any similar publication* in the railway field.



When it comes  
to  
a  
"Show-down"  
**THE  
RED  
LIST  
IS  
"THERE"**

# THE RED LIST

(10,000 Copies of it)

is distributed among the Executive, Operating, Engineering and Mechanical officials of North American Railways, every month.

It lists all changes in Railway Officials that have occurred during the previous 30 days.

The average change in each issue has been something over 1,000 names; therefore, if there is any sense at all in issuing a publication to acquaint officials with these changes,—

*you must admit that there is positively no sense in a man's consulting a publication which contains only a rehash of matter that has already been provided him in a Monthly.*

Every Manufacturer who buys space like he buys other raw material, sets aside \$250.00 for 120,000 RED LIST PAGE TALKS TO RAILWAY MEN.

*Stop donating! Use your head on your publicity, and Make It Pay!*

## THE RAILWAY LIST COMPANY

Manhattan Building

Chicago

Also Publisher of

**RAILWAY  
ENGINEERING**  
AND MAINTENANCE OF WAY.

**RAILWAY  
MASTER MECHANIC**

sort of copy, just as they usually resent exploitation in any form. It is perfectly obvious that the advertiser's sole purpose is to sell something, and the conclusion is that he is trying to "put it over" on the employee. The typewriter people recognize this danger most clearly, probably because they are closer to the great body of operators than other manufacturers are. It is extremely interesting to see the pains they take to avoid giving the impression of an ulterior motive in copy addressed to stenographers, as well as in their employment bureaus and service departments.

#### GOOD USE OF TESTIMONIALS

It goes without saying, of course, that copy which is intended to remove the prejudice of employees, and to secure their co-operation, must be written from the employee's view-point. In order to do that, and at the same time avoid raising the suspicion of exploitation, a good many concerns adopt the expedient of writing the copy in the first person, as if the employee himself were speaking. Actual testimonials are frequently used in this way, reinforced with the name and address, and sometimes the photograph of the writer. The following is an example of such treatment:

"It is mighty hard for most of us to get time for anything but work. We get most of our sunshine through the office windows and even then we have to pull the shades down because it makes the figures dance on the books.

"And as for vacations—what bookkeeper doesn't know the haunting dread of that next trial-balance after the books have been 'kept' by his substitute? Keeping track of somebody else's business does not leave much time for the enjoyment of your own.

"Neither is the bookkeeper the only one who suffers. When the bookkeeper is late the boss has to wait for the figures, and that doesn't make the boss feel good. James Cofield used to have to wait many an evening for his bookkeeper to balance up the day's business. That was in an in-

surance office down in Spartanburg, South Carolina.

"But Mr. Cofield doesn't have to wait any more, since he got a Burroughs Adding and Listing Machine—and the bookkeeper has time to get acquainted with his family. Mr. Cofield says:

"I have found that in the matter of footing balances alone, the Burroughs saves at least two days' time in the month."

"Just see if a Burroughs won't let a little more sunshine into your day's work.

"It is all so simple and easy, too—drop us a card for a trial, at our expense."

Skilful handling will make a series of such appeals effective when written around a purely imaginary character. "The old bookkeeper" or "the old cashier" can deliver an advertising message seasoned with homely philosophy and pointed remarks which would be deeply resented if served up in the familiar "get busy" style.

The Columbia Graphophone Company has recently experimented with this style of copy for the Dictaphone, as shown in the reproduction on another page. It has been done by the typewriter people (notably in the case of "Miss Remington"), by the adding machine companies more or less, but its use with a dictating machine is new. Opposition to dictating machines on the part of stenographers who know shorthand is particularly vigorous, and it is easy to see why the company hesitated a long time before adopting the innovation. Advertising Manager M. D. Easton reports, however, that the returns from it are "far better than the average."

Hitherto the Dictaphone copy has been addressed exclusively to the boss, and the direct-by-mail advertising and the follow-up is in part addressed to the stenographer. The general line of argument is indicated by Mr. Easton as follows:

"Efficient and waste-eliminating methods instead of restricting business and business opportunities pave the way for their in-

crease—it is the wasteful methods that keep business from expanding. It is the excessive cost of doing business due to duplicated work and antiquated business systems which eat up the profits and prevent expansion and growth.


"Now let us see the exact relation of shorthand and the dictating machine to the business of today. They are both merely means for getting ready to write letters. Both require the same amount of brains—which after all is the thing which determines the value of the employee—from the office boy to president. Brains with either stenography or the dictating machine means knowledge of the business, ability to write neat letters and to write them quickly.

"Shorthand means duplicated work—the writing of every letter twice. As the Dictaphone permits the writing of each letter but once, it is evident that an operator can turn out approximately twice the number of letters. As the employer is paying for letters it is easy to see that the stenographer who uses the dictating machine is going to be more valuable when she can turn out twice the number of letters, provided always the same brains are put into the writing of those letters."

As stated above, the typewriter people are particularly careful to avoid any suggestion of exploitation. The Remington people not long ago established a "stenographic efficiency bureau," which issues booklets and special reports showing better methods of handling stenographic work. These reports deal with such questions as dictating schedules, the physical

arrangement and surroundings of stenographic departments, methods of dictating and transcribing, short-cuts for operators to avoid fatigue, etc. Of course the service is not confined to users of the company's machines, and a great deal of the text describes methods of making the work easier for the operator.

In speaking of this plan, the company says: "It is not simply to secure the good will of the 'underlings' of an organization. That is a good thing to do, of course,



**The Stenographer's Opportunity**

Anticipating  
boss's needs

Planning  
work ahead

Improves skill  
and capacity

rather by encouraging her to learn, by giving her responsibility and by allowing her consideration and respect.

**The Stenographer's Opportunity**

The stenographer is responsible both for the way she manages all the work and for her technical skill and capacity.

The stenographer who is always ready at call, who anticipates the boss's needs, plans intelligently ahead, guards systematically against errors and distractions, cares intently and consistently for her typewriter and equipment, is in demand.

If, in addition, such a stenographer is constantly on the alert to improve form and speed in taking dictation and in keyboard operation—in studying new possibilities and short cuts, time-saving methods in the use of her machine and its various parts and attachments—her value will be redoubled. She can practically dictate her own salary.

For instance, in taking "Day Letters," and "Night Letters," one stenographer al-

ways writes the same number of words to the line. Then when she is through she can tell the dictator instantly how many words have been written by simply counting lines. Another stenographer allows for alterations and corrections by writing on alternate lines, and another by leaving a wide margin at the left. Holding the pencil between the first and second fingers and using the whole arm movement, resting the arm on little finger and point of elbow with wrist elevated is another method by which many stenographers eliminate finger and arm cramp and reduce fatigue.

Manipulating the keyboard with wrist elevated, piano-voce, striving for rhythm and cadence in striking the keys, studying ways for making effective use of different parts and attachments of the machine, and the use of the touch system—these are a few of the many ways by which stenographers improve technique, skill and capacity.

**What the Machine Itself Contributes**

The machine itself contributes to stenographic efficiency first by its general ease, speed and accuracy of operation and then by its special time-saving features. It is just as essential in buying a machine to see that the fundamental requirements of service are filled as to look for special attachments.

For instance, consider touch as a factor in ease and speed. With the lightest running typewriters it takes about 5 ounces of pressure to make one imprint. That is, every time a stenographer depresses a type key she exerts a pressure force of 5 ounces with one finger.

With 70 type spaces in a line she exerts a pressure of 350 ounces for each line. In writing an average letter, therefore, of 40 lines, the stenographer exerts a force of 875 pounds, considerably over a third of a ton weight. Since typewriters vary in touch from a minimum of 5 ounces key pressure to from 12 to 15 ounces, think what a difference, therefore, in physical demand upon the stenographer in just this one feature alone.

If you will consider, also, the physical force required by shift key and carriage return—1 pound for each depression of the shift key and 8 pounds to move the carriage back against the spring tension—this brings the total expenditure of energy up to 30 pounds per line.

A "STENOGRAPHERS' PAGE" IN THE REMINGTON SERVICE BOOK

but don't you find that the 'underlings' become suspicious, and then the value of your work is doubted? You must make good; you must be of real benefit both to the employees and the employer."

One last point—in advertising to secure the co-operation of employees, care must be taken to avoid giving the boss the impression that an attempt is being made to influence him by a flank movement. This is brought out in a statement by E. St. Elmo Lewis, describing the methods used by the Burroughs Adding Machine Company to secure the good-will of employees. Mr. Lewis says:

"There are so many ways in which the Burroughs Company involuntarily, in the course of its advertising and selling campaigns, secures the co-operation and help of bookkeepers and clerks who have figures to handle that the question is rather a hard one to answer. We have purposely avoided making any direct campaign of advertising to the bookkeeper, etc., because such a campaign would be apt to be misconstrued as trying to control the attitude of the boss.

"The following few thoughts along this line, however, may be helpful:

"We get out literature especially addressed to bookkeepers. One book of this sort is now in course of preparation, entitled 'Book to Bookkeepers.' This will contain actual stories written by bookkeepers who are using Burroughs machines, telling what the use of the machine has meant to them in increasing their efficiency and earning power.

"We emphasize in all of our literature the fact that merely being 'busy' doing things doesn't advance a man. It is the man who thinks, who suggests, who is promoted to greater responsibility. The adding machine relieves the clerk of mental drudgery and gives him time to do more important *thinking* work.

"The point of time-saving effected by the Burroughs machine is another one which influences bookkeepers, and we show them how the use of the machines saves overtime and night work.

"We also publish helpful educational literature suggesting quicker, more efficient ways of handling figure work. This, of course, increases the value of the bookkeeper to the firm; and we find

a great demand for this kind of literature on the part of bookkeepers.

"We maintain in our information and research department a special preferred list of accountants, auditors, bookkeepers, etc., to whom we send special literature from time to time. We secure from these people a great many helpful suggestions for incorporation in new advertising matter which we may be contemplating.

"We find that one of our greatest helps in the preparation of advertising matter is the information sent in to us by bookkeepers who are actually using our machines. These people who give us ideas are very friendly to the company."

### Definition That Has Given Helpful View-point

HAMILTON, ONTARIO, July 4, 1914.

*Editor of PRINTERS' INK:*

Conscious advertising is an avowed attempt to go out beyond the limits of direct personal contact, and to influence others by any means that lends itself to this purpose.

In some advertising—of the "business-card" type—this touch of personality is very weak—almost as weak as an infusion from a shadow—but that is the very kind of advertising which is also weak in advertising force.

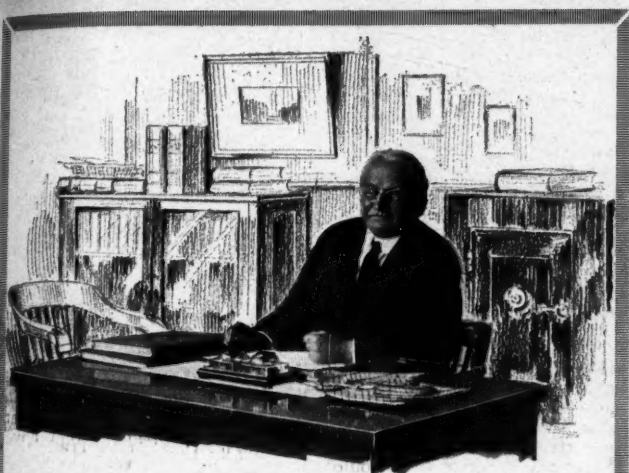
It is this conception of advertising that leads me to my definition: "Advertising is any means by which the personality that pervades any business can exercise its influence beyond the reach of direct personal contact"—a definition which I believe to have been an aid to me in securing a proper viewpoint on the part of my customers.

It is quite possible that my particular line—I am a specialist in retail advertising—has narrowed my own viewpoint, and I would be interested to know whether this same conception is not fundamentally true in an equal degree even when applied to national advertising, where any personality seems farthest removed from influence on the ultimate purchaser. In my field I believe that successful advertising requires two things—first, that the character or personality of a business must be a business-attracting personality, and second, that the advertising must accurately represent this character or personality.

The definition of Mr. Downing contains a bit of humor: "... by means of the printed page . . . for which money is or should be paid." This is in the same class as the old Johnson Dictionary definition of "Lexicographer," "a writer of dictionaries, a harmless drudge." Showing that this defining business is not entirely as dry as dust.

H. E. NEEDHAM.





## THEY CALL ME A TIGHTWAD

*Written by A TREASURER*

**W**E have a lot of young enthusiasts running departments, who would drive us into bankruptcy in a year if I didn't pose them on the carpet about once a month and put the fear of the Bank Balance into their souls. The President is the worst of the lot. "Get results," he yells. "Hang the cost."

The advertising manager, in his expansive, free-handed way, was going to send out one hundred thousand form letters on our best, lithographed, 18c a pound stationery. After a few kind words from me, he found a splendid paper, firm and fine in texture, with a quality rattle, for less than 9c a pound. We didn't save money, for he sent twice as many letters instead. That shows what I have to contend with.

The paper is Hammermill Bond and the form letters are pulling fine.

—A Treasurer.

The system is fully explained in a valuable book, "The Signal System." Send for a copy and for a big portfolio of samples.

HAMMERMILL PAPER CO., ERIE, PA.

# HAMMERMILL BOND

*"The Utility Business Paper"*

Less than 9c. a lb., east of the Mississippi



## In A Good Crowd

The new advertiser in *Practical Engineer* is in good company. He is among old experienced advertisers—those who weigh a publication thoroughly before they buy space.

A glance through the advertising section of this publication reveals such names as Burt, Penberthy, Mark, Lunkenheimer, Dixon, Westinghouse, Johns-Manville, Goodyear, Graton & Knight, General Electric, Jenkins Bros., Mason, Leavitt, Crane, National Tube, Lagonda, McClave-Brooks, McLeod & Henry, Greene Tweed, Rogers, etc.—the giant oaks of the power plant field.

## PRACTICAL ENGINEER

Semi-Monthly

guarantees a circulation of 22,500 copies per issue, is a publication for operating men, accepts only advertising of power plant apparatus, and has one subscription price and one advertising rate.

It maintains a well-equipped service department. (The advertisement illustrated herewith was prepared by it.)

Circulation statement by states and industries sent on request.

**TECHNICAL PUBLISHING CO.**

537 So. Dearborn St.

Chicago

Illinois

## Manufacturers Announce Coming Campaigns

A NOTEWORTHY advertising development is the entrance of furniture manufacturers in number in the consumer advertising field.

For a long time little furniture advertising was done, partly because manufacturers thought it difficult to make an impression and also because the retail trade was prejudiced against it. The dealers preferred to have the situation in their own hands entirely, instead of having people come in and ask for the product of specific manufacturers.

But both manufacturers and dealers have learned that advertising to the consumer pays, and more of it is now being done than at any other time in the history of the business, furniture men say. The manufacturers are using their consumer advertising as a selling argument in going to the retailer, showing that the latter also believes in it.

The advertising of the kitchen cabinet people, who had to create a demand for a new article, coupled with the creative work of the refrigerator manufacturers, probably did more than anything else to get the furniture interests aroused to the need of advertising.

A recent issue of a leading furniture trade journal contained an impressive number of ads which consisted of announcements of the consumer advertising being done by manufacturers.

The Hoosier Manufacturing Company, Newcastle, Ind., told of the national campaign in favor of Hoosier kitchen cabinets.

The G. I. Sellers & Sons Company, Elwood, Ind., mentioned fully its advertising campaign, which will feature its kitchen cabinets in *Good Housekeeping*, the *Ladies' World* and other national mediums.

The Englander Companies, Bush Terminal, Brooklyn, announced the details of its advertising, which will appear in the *Ladies' Home Journal*, *Good*

*Housekeeping, Mothers' Magazine, McCall's, Saturday Evening Post, Delineator, Designer, Woman's Magazine, Woman's Home Companion, and the Sunday magazines.* The Englander Companies' advertising will feature bed springs.

The Kindel Bed Company, of Grand Rapids and Toronto, made the feature of its trade announcement the publicity which it is doing in consumer publications. Besides the *Ladies' World* and *Good Housekeeping*, the company is using four Canadian publications—the *Canadian Magazine*, the *Canada Monthly*, *Canadian Courier* and *MacLean's*.

The Berkey & Gay Furniture Company, of Grand Rapids, is one of the leading advertising furniture manufacturers. The Royal Easy Chair is another furniture product which is being advertised. And these are only a few of them.

#### Toy Stores Filled with Advertised Brands

An interesting method of sampling is that which is being used in connection with the distribution of toy stores by J. Bacon & Sons, a Louisville department store, which gave away 2,000 stores with purchases of merchandise. The stores contained samples of the products of well-known manufacturers, in addition to local concerns. Those participating included the Bon Ami Company, the Rumford Baking Powder Company, the Kellogg Toasted Corn Flake Company, the Three-in-One Oil Company, and others.

#### Advertising a Paper Center

Paper manufacturers in the Miami Valley, in Southern Ohio, are co-operating to advertise that locality as a paper-manufacturing center. The Miami Valley Paper Manufacturers' Association is using full pages in the trade journals reaching paper jobbers to emphasize the fact that 25 mills are in that section, and that 1,000 tons a day are manufactured, everything but news print being turned out.

Raymond B. Snyder is with the advertising organization of Doubleday, Page & Company. He will be located at the New York office. Mr. Snyder was on the *Harvard Crimson*.

F. A. Ewald has been appointed resident manager of *Harper's Weekly* at Detroit, where this periodical has opened a branch office.

## 1847 ROGERS BROS.

*Silver Plate*

*that Wears*

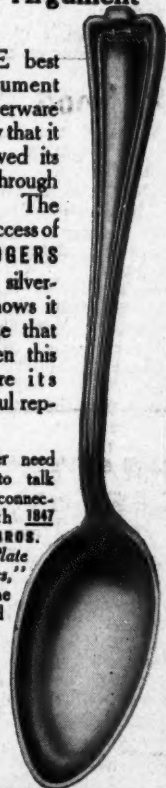


**Durability  
the  
Best Argument**

**THE** best argument for silverware is to say that it has proved its worth through service. The great success of **1847 ROGERS BROS.** silverware shows it is service that has given this silverware its wonderful reputation.

No dealer need hesitate to talk quality in connection with **1847 ROGERS BROS.**

*"Silver Plate that Wears,"* which is the only brand of silverware backed by the actual test of over 65 years.



**INTERNATIONAL SILVER CO.  
MERIDEN, CONN.**  
Successor to Meriden  
Britannia Co.

## Some Experiences in Getting Greater New York Distribution

What the Public Service Cup Company Found Out about the Use of Canvassers in New York—Better Plan Which Tripled Profit and Doubled Sales in a Year—Mailing Piece Used

**W**HAT is the best method in getting economical distribution in the New York market?

Here is a question that a good many advertisers planning to get a share of New York's spendings are interested in; in fact it is interesting to all who have given the two methods consideration when planning a campaign of distribution; just as it was a problem to the Public Service Cup Company a few years ago, when it first started making Lily drinking-cups for the Greater New York market.

Like a good many other manufacturers, those in control of the company's policies in the early days were a little skeptical about advertising. They thought it all right for some things, but theirs was a proposition that was "different." To sell sanitary drinking-cups, they were sure, required personal work because there was no existing demand for them. The public had not yet learned of the dangers that lurked in a one-for-all cup; the laws were too new to be appreciated and were only half-heartedly enforced. Personal work was necessary, the company's sales officials were sure, so a crew of canvassers was hired. On the theory that the best salespeople are the cheapest in the long run, only persons, who had been successful in other lines, were picked and to get them every possible inducement was made, even to the point of allowing 50 per cent commission.

### HOW CANVASSERS MAY ABSORB THE PROFITS

Things went on this way for about a year, when, to quote

Charles Errett, the general manager of the company, "we woke to the fact that about the only persons who were making any money out of Lily drinking-cups were the canvassers. This was fine for the canvassers, but rather unsatisfactory to those whose money was making the wheels of the business go around.

"Now it happened that in addition to the cold canvass work we had done a little hit-or-miss circularizing, chiefly to the druggists and theatres. As the company was not as yet converted to

**LILY drinking cups  
those round, sturdy  
"Individuals" made  
by the public service  
cup co. of bklyn. are  
appropriately avail-  
able for clubs, schools,  
churches & hospitals  
as well as for theatres  
and business offices  
where they have al-  
ready become a nice  
modern necessity."**

EARLY NEWSPAPER AD INTENDED TO  
SECURE COMPLETE READING

advertising, the latter was naturally restricted, but we noticed that after we had sent out a few circulars we began to get in occasional requests for samples. While these requests were costly—even more costly than having salesmen call, considering the percentage that went into the waste-basket—still, it set us thinking along advertising lines.

"One day an incident occurred that turned this latent interest into action. A letter came in the noon mail from an uptown druggist asking that a representative call that afternoon sure. He had got one of our circulars, and for

# One hundred thousand Booklets—

How many  
will be  
read?

THE best printing, the best plates, the best ideas, can fail wretchedly in a booklet if the paper is less than the best.

The best papers have the *distinction* to attract and the quality to *hold* attention through brilliantly detailed pictures and clear perfect printing.

## LUSTRO PAPER

*A Warren Standard*

is the highest grade of lustrous, coated book paper. The brilliancy of its prints, the delicacy of its vignette effects—the result of perfect uniformity of surface—insure to you the full value of your expensive plates, insure that your goods will have the best pictured presentation possible. Remember that **Lustro** comes from the mill where, over thirty years ago, the first coated paper was made in the United States.

### Send for Printed Samples Now

In them are many suggestions for color effects and typography—both so important to the science of “bring results.” Send also for the other Warren Standard Papers—all attention-getters for high-grade booklets.

**S. D. Warren & Company**

163 Devonshire Street, Boston, Mass.

*Manufacturers of the best in staple lines of Coated and Uncoated Book Papers*





some reason or another he was very anxious to get a supply of cups.

#### OFFICE BOY LANDS BIG ORDER

"All the salesmen were on the street. It was too late to reach

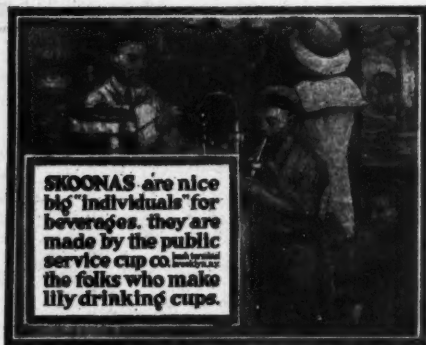
much greater. And so we started in to advertise.

"That was a year ago this May. At first we contented ourselves with circularizing a few picked fields such as the dentists, churches, offices and theatres. We circularized them six and seven times, and often more, and while results were good they were still costly. There was little difference in the selling cost between circularizing and cold canvass work; a rather surprising condition which is peculiar to New York.

#### STIRRING UP THE GUARDIANS OF THE LAW

"We were still following these tactics with indifferent success, when we accidentally uncovered the possibilities of newspaper advertising.

It happened that the law against the use of 'any-old cups' was being left to take care of itself by those who were supposed to enforce it. This was far from a satisfactory condition for both the public and our sales records, so we decided it was necessary to start something, as much as we disliked to make any enemies in the City Hall. After a good deal of scheming and planning we decided to reproduce the



LATER NEWSPAPER COPY TO DRAW ATTENTION OF TRADE

one, so it occurred to me that perhaps the office boy would do. I told him to wash his hands, doll himself up a little and go up and get the order. I impressed the fact on him particularly that he was to go up and get an order that was waiting for him. I told him just what to say, and how to act. Then, with the letter in his pocket and a blank order, he started out. He came back with one of the biggest orders we had sold the druggists for some time; it seemed that some sort of a church affair was in progress that made the sale large.

"In this incident we saw the solution to our problem. Why should we pay all our profits to canvassers? Wouldn't it be a better plan to do the educational work through advertising, and then, after the trade was all primed up and interested in Lily cups, gather in the orders, using a salaried salesman? We could by this plan not only lessen the selling cost, but we could pick the best of our canvassers and retain them on a larger salary than they made at present, because the volume of their sales would be so

**SEND your  
man to see us**

Name \_\_\_\_\_  
Address \_\_\_\_\_

CARD USED TO BACK UP NEWSPAPER  
ADVERTISING

ordinance in the newspapers, running it without any name or identifying marks, with the single statement, 'It is the Law.' The effect on conditions was electrical, and our respect for newspaper



advertising increased materially overnight.

"From that it was only a short step to calling in a few well-posted newspaper solicitors, who knew New York conditions far better than we ever dreamed they did, whose help and advice we found most beneficial, and starting a modest try-out campaign in a few papers.

"From the very first ad the campaign was successful, inasmuch as we were using only little ads and readers. The reason that these ads attracted the attention they did, we feel sure, lies in the different treatment we gave them; a treatment that attracted about as much criticism as it did business, which is saying a good deal.

#### MAKING THEM READ THE WHOLE AD

"But our first thought was to make something that stood out from the crowds in newspaper advertising. And in striving for that end we found ourselves asking why advertisers always split an ad in the middle with a big

display line, or put their names in big type somewhere. It seemed to us that this policy tended to lessen the effectiveness of the copy.

"So we planned to avoid it; just because everybody was doing it did not mean that we should do it. We decided that our ads would be all hand-lettered with no harsh, attention-commanding display lines. If the reader, attracted to our ad by curiosity, wanted to find out what it was all about he had to read the whole message. There would be no name plastered all over the copy to satisfy his curiosity prematurely.

"The copy was limited to a few thought-starting words about Lily drinking-cups, expressed in such a way that it would send the reader away with one thought impressed in his mind; if we could do that we were more than satisfied, for we had other plans to turn the interest thus aroused into actual orders.

"This plan was to back up our newspaper advertising with direct



If we had put all the media on the list that some of our clients have wanted to, they would have advertised themselves to death long ago. We'd rather build up than milk appropriations.

## D'ARCY ADVERTISING Co.

INTERNATIONAL LIFE BUILDING

ST. LOUIS, MO.

mail work of a different variety—just as different as the newspaper copy itself. Unlike some products, our possible buyers were limited to concentrated groups, such as druggists, grocers, fruit-stands, theatres or other public places, and offices. These buyers had all been reading about Lily cups; our canvassers were never

of individuality which served to tie up all the advertising, as it has been proven that designs will be remembered when sales arguments and names are completely forgotten.

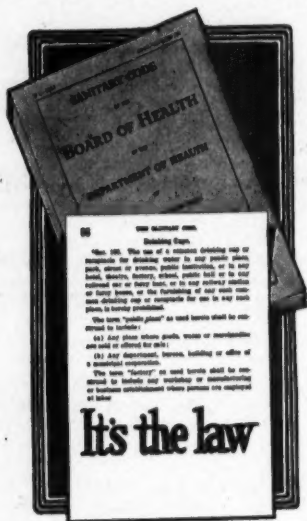
"It wasn't long before the cards began to come back thick and fast, and they are still coming. And every card is virtually an order. Every morning, when they come in, we simply have to sort them out by territory and the men call on them one after the other, seldom leaving without an order. This is due to the wording of the card. I used the word 'Salesman' because I knew that no curiosity-seeker would send it back.

#### WAITRESS MAKES STAR SALESLADY

"Just to give you an idea of how easy it is to sell these advertising leads our star saleslady, a few months ago, was a waitress in a restaurant around the corner. When we got hard pressed for people to follow up the leads I picked her out as being a good saleslady and put her to work without any experience whatever. She is a little shy on spelling, and perhaps it takes a little effort to decipher her orders, but she gets the business. She has a way of walking into an office and asking for the boss that always gets her through the outer guard, and it is seldom that anyone ever refuses her when she explains that she has come to take his order.

"Our advertising experience in getting distribution here in New York has been so satisfactory that we are going to put some of our surplus good will to work, as PRINTERS' INK suggested in a recent editorial and put another product out to keep Lily cups company. This will be used largely by soda water fountains. As we can't call it a cup, and it is not a glass, we are going to call it a 'Skoonas,' getting the name from the word 'schooner.'

"But the most satisfactory thing of all has been our increase in sales. They have more than doubled in the last year, and we frankly give all the credit to advertising."



COPY TO SPUR HEALTH DEPARTMENT TO ACTION

able to reach the men in the private offices who were thinking about our product, and the effect of sanitary drinking-cups on the health of the office force. Our plan was to put before them an 'easy-to-sign' postal card asking for a salesman to call, in this way connecting our newspaper work with the interest created, instead of letting it die out, as is often the case.

#### UNIFORM STYLE OF LETTERING

"These cards were as brief as possible, and lettered in such a way as to command attention. The style of lettering was the same as used in our ads—in fact, we kept to this style in all our advertising, even in our labels and pasters. We felt it gave a touch

# 6 Months' Record OF The Indianapolis News

***The News  
Carries All  
the Time  
More  
Advertising  
Than All  
the Other  
Indianapolis  
Papers  
Combined***

**From January 1st to July 1st - 1914**

## CIRCULATION

Average daily paid circulation, city and suburbs .....	51,529
Average daily paid circulation, country .....	54,376
Total .....	105,905

This is net circulation, exclusive of all copies to advertisers, exchanges, files and office use, returns, samples and papers sold after day of publication.

### Net Circulation in Indianapolis and Suburbs

City Carriers .....	41,944
Suburban Carriers .....	8,300
Newsboys .....	4,198
News Stands .....	2,436
Service .....	656
Total .....	51,531

## ADVERTISING

	Columns.
Display .....	11,326.16
Classified .....	3,177.66
Total .....	14,503.82

### Daily Average, 93.57 Columns

For the first six months of 1914 the other Indianapolis daily papers printed a total of 10,596.87 columns of advertising, exclusive of Sunday editions (The News having no Sunday paper). The News having 8,906.95 columns more than all the others combined.

In the classified (want) advertising The News easily maintained its supremacy, having a total of 145,885 of these ads, 14,563 more than the other city papers combined.

Eastern  
Representative

**DAN A. CARROLL**  
Tribune Building  
New York City

Western  
Representative

**W. Y. PERRY**  
First Nat. Bank Bldg.  
Chicago

# 13,080 Gain A Day

## June Circulation Record of THE New York Press

The net paid daily circulation of The New York Press in June, 1914, averaged 13,080 copies a day more than in June, 1913.

The average net paid sales by territorial divisions, together with other copies distributed, are here given in detail:

	1913	1914
Within 25 miles (Net Paid) . . . . .	80,022	92,644
Country (Net Paid) . . . . .	6,715	7,304
Mail Subscription (Net Paid) . . . . .	3,455	3,324
<b>*Totals</b> (average net paid per day) . . . . .	<b>90,192</b>	<b>103,272</b>
Returns Within 25 Miles . . . . .	507	145
Returns Country . . . . .	2,465	2,230
Advertisers Exchanges, Etc. . . . .	1,010	1,143
Service Papers . . . . .	958	1,075
<b>Totals</b> (average press run per day) . . . . .	<b>95,132</b>	<b>107,865</b>

**\*Net Paid Gain 13,080 a Day**

# Manufacturers Cite Facts in Opposition to New Oldfield Bill

Price-Cutting Shown Up as an Economic Waste

*Special Washington Correspondence*

THE hearings upon the "third edition" of the Oldfield bill for the revision of the patent laws have added much interesting new testimony to that previously brought out.

Among those who gave facts of particular suggestiveness were Samuel Owen Edmonds, of the A. B. Dick Company, New York, Hans von Briesen, appearing for the B. V. D. Company, New York, and W. H. Ingersoll, of Robert H. Ingersoll & Bro., New York.

Mr. Ingersoll advocated the adoption of an amendment to the Oldfield bill which would permit any person owning or operating under a patent to prescribe the sole uniform price at which any article under trade-mark or special brand may be sold to the public. He held that such an amendment would be recognition of the right to make contracts, as between patent owners and distributors, governing the prices at which goods should be resold.

Talking to this text Mr. Ingersoll said: "We have got to look at what the real market conditions are to get an understanding of the desire on the part of the manufacturers and distributors as well for this means of doing business. It is not truly descriptive to say that this is a measure to give manufacturers the right to dictate prices. This thing is advocated chiefly by retail merchants, not manufacturers. It is a secondary effort that the manufacturers are making to protect their distributors from certain tendencies and monopolistic forces that are at work in the market.

"Why is it that the retailers of the country are so concerned and so anxious to have this system of business in vogue. It is because they want protection from each other more than anything else. The condition that the average

small man is up against, whether it be in manufacturing or in retailing, or in any other branch of business, puts him at a severe disadvantage usually. The little retailer, the great mass of retailers, a million and more of them in the United States, are anxious for this system of business for the reason that they want protection mainly from two sources. One is the tremendously capitalized competitors, the large mail order houses with their millions upon millions of dollars of capital and watered stock, etc., and the very large department stores and the giant retail organizations that are known as chain stores or duplicate chain stores systems. Then, again, he wants protection from the irresponsible tricksters who are not big but who resort to devious means of doing business."

Answering a question by Congressman Moss as to whether the law of supply and demand would be interfered with by legislation such as the proposed amendment, Mr. Ingersoll said: "The law of supply and demand does not function sometimes; it is not an automatic law; it is not a thing that you can go off and leave under all circumstances and have it operate normally. Let me show you. Here is an advertisement published on June 5 in a Chicago newspaper by the Fair, a department store in Chicago, in which appears the announcement of Ingersoll watches at 59 cents. We have never in the history of our business sold an Ingersoll watch for less than 60 cents. This concern is obviously selling these goods at a loss. There is nothing the matter with the goods. The goods are always in demand—there is no selling off. We stand ready ourselves to take back any stock a dealer does not want, at the price he paid. There is some other thing than the law of supply and demand at work to

determine that price. In other words, they do not want to sell those goods. They sell just as few of them as they possibly can, because they lose money on every one they sell. What they want is to use the name and reputation of those goods and the fact that everyone knows that they are worth more than that price, to draw crowds to their store.

"Here is a store the operating cost of which is nearly double the operating expense in percentage against its sales of the operating expenses of the average ordinary retail establishment; and if the ordinary average retail store finds that it can not afford to sell that watch for less than \$1 and have anything left to live on for its service in helping to distribute the goods, how can this one that has double the operating expenses find it possible to sell it at the reduced price. This one store, the Fair, has to all intents and purposes walked into every retail store that has those goods on their shelves and marked off parts of the value of those dealers' stock. They have no right to do it. The goods were not theirs in the other man's store.

"My time goes more than half, and has for several months past, into trying to protect small merchants who have purchased our goods and put them on their shelves, from this sort of competition, whereas we used to have practically none of it. I do not think we had six cases in six years prior to last year, but now we have a great many cases every day, and instead of being able to devote ourselves to the promotion of sales, and to the upbuilding of the business we have to devote time to trying to show these price cutters the unfairness of what they are doing and that they are really appropriating something that does not belong to them and trading on the good will which they had no part in creating and which is the property of other people. In Philadelphia, within a few squares we are being injured to the extent of about 5,000 watches a year, over 100 a week, by one or two greedy little

people that are advertising the goods in a fake way. Another instance is that of a man at Hudson, N. Y., near Albany, who advertised our goods at 69 cents. When I wrote a letter explaining how that injured us and how it injured his fellow merchants in the town he wrote back, saying: 'My dear sir, you have nothing to complain about. I never had one of your watches in my store.' He had advertised them at a cut price but he did not have the goods and he said: 'When they come in I recommend to them some other watch.' But he was using our name to get the crowds in there."

At one point in his testimony Mr. Ingersoll said: "I have been working with a vigilance committee of advertising men in New York for three years, and right hand in hand go the two things, the exaggerated statement of value on the unknown coupled with the underprice on the known thing, and they would not resort to the one unless they had the other to back it up."

Discussing the matter of contracts between manufacturers and distributors with reference to price maintenance Mr. Ingersoll said: "I do not advocate the giving of this right of contract except to those who will take back the goods where they make the agreements. That is subject to some discussion. There are conditions where that works a great hardship on the part of the manufacturer, because—take such a thing as a talking-machine record for the phonograph: When the retailer orders those things the songs are popular and he orders according to his judgment, and if he has them left over at the end of the season, it is quite a hardship to compel the maker of those song records to take them back when there is no sale for the records; but the alternative there wants to be that if the makers will not agree to take them back, then the retailer has the right to sell them at whatever price he chooses. Make it work in this way, that in this class of cases where goods are sold under the reputation of the maker, under his



# ANNOUNCEMENT! OF CONSOLIDATION!

With the August 1914 issue **THE RURAL HOME**, 750,000 circulation, **THE MAGAZINE OF MYSTERIES**, 500,000 circulation, will be consolidated with **THE GENTLEWOMAN**, the combined publications thereafter being known as

## THE GENTLEWOMAN 2,000,000 OF CIRCULATION

Guaranteed and positively proven. \$7.40 per agate line. Believing the time is ripe for a publication of larger circulation edited to meet the wants and desires of the women of the small towns, and farms, this consolidation has been made, giving the advertiser

### REAL AND EXCLUSIVELY SMALL TOWN CIRCULATION

**The Gentlewoman** has confined its subscription efforts since 1885 to cities and towns ranging from 500 to 20,000 population.

**The Rural Home** has been a strictly rural publication since 1871, its subscriptions being almost exclusively confined to the farm and the communities under 1,000 population.

**The Magazine of Mysteries**, established 1901, has confined its efforts to a class circulation among intelligent and progressive people, extremely wide awake and very well-to-do.

### THE GENTLEWOMAN

carrying 2,000,000 of circulation, gives

### A REAL SMALL TOWN AND RURAL CIRCULATION

that there can be no doubt about; that cannot be improved in class, or communities reached, and being just what **you want** if you are reaching out for the trade of these people.

The subscriptions have all been obtained by the subscription department of the W. J. Thompson Co., Publishers, and there is not a canvassing gang subscriber on the list, thus assuring the advertiser of

### 100% PURE SMALL TOWN AND RURAL CIRCULATION

and as the same subscription methods will be continued, the circulation will always be what we now promise.

### 2,000,000 REAL SMALL TOWN CIRCULATION

**W. J. THOMPSON CO., Inc., Publishers, New York City**

#### THE KENNEDY-HUTTON COMPANY

Advertising Managers

7084 Metropolitan Bldg.  
New York, N. Y.

1004-1005 Marquette Bldg.  
Chicago, Ill.

trade-mark or name or brand, before cutting them let the maker have a chance to take them back. If he will not do that, then let the retailer sell them at whatever price he pleases."

Advertising was discussed at some length during the appearance before the Committee of Hans von Briesen, of New York, who appeared to oppose the Oldfield bill at the request of President Erlanger of the B. V. D. Co. Said he: "As a practical thing the consumer never pays for the manufacturer's advertising. The cost of that comes out of the middlemen. For an unknown 25-cent article the jobber may pay 10 cents; for the same thing advertised, he will pay 15 cents. This difference covers advertising expenses. And if the maker should try to sell to the public direct he could not do so under 50 cents, because of the enormous expense of selling goods at retail."

Mr. von Briesen was enthusiastic in praise of the selling system of the manufacturers of Manhattan shirts. Said he: "Manhattan shirts are sold at a fixed price all over the United States and you cannot buy them at a cut price. The Manhattan Company has a system that is absolutely bombproof. They do it themselves; they have no contracts. A retailer who cuts the price on Manhattan shirts gets no more, and regrets it forever after, because the people really want Manhattan shirts and are satisfied with the prices asked."

Interest naturally attached to the testimony given before the committee by Samuel Owen Edmonds, of New York, who has represented the A. B. Dick Company for more than 20 years in all the suits instituted in that time by that company including the case of Dick versus Henry. He said: "I shall say a word or two about the condition of affairs involved in the marketing of the mimeograph, because with that I am very familiar. If a man goes into an ordinary line of business—the production of soap, crackers or baking powder, or what not—he finds the ranks pretty well

filled. If he puts his product in the window and waits for the coming of a man who happens to want it, he may wait a long time. If, however, he conceives of some selling scheme which will be more attractive to the public and which will cause the public to come to him for its supply, he speedily passes the old class of merchants who put their articles in the window and wait for the purchasers. Dick devised the scheme of giving his machine to the purchaser practically at cost. To have put that high-speed duplicating machine on the market under the old plan, under which the manufacturer's profit would have been added to the cost—I mean by that not only the producing cost, but also the selling cost—would have been precisely the wrong way in which to introduce that machine. It would have been an absolutely ineffective way. Either the machine would not have been introduced at all under that plan or its introduction would have been very slow, on account of the relatively high price which it would have been necessary to charge.

"Dick said to the purchaser, 'You may have the physical custody of this machine. If you do not use it, you do not pay me one penny more. If you do use it, please recognize my right to get something out of the transaction.' See how the plan worked out. Here was a machine that sold for approximately \$32. It cost \$36. The selling cost is always high on the introduction of a new machine. If the machine had been sold under ordinary conditions it could not have been sold for less than \$50. But the equity of this new plan appealed so strongly to users that at the time the Henry case was commenced the public had seen fit to take 8,000 of these machines under that plan and since that time the number has reached 50,000. There are 50,000 of these machines being used to-day, and the persons using them are satisfied with the terms on which they do so and satisfied to continue on those terms, if they may.

"Right, here let me call your

# Let Us Help You

Our **Quality—Service** means the putting into **PRACTICE** by experienced people, of the most advanced ideas for producing **SALES** through the medium of Commercial Illustrations.

There is some **one style, grade or finish** of work that will aid you **best** on your next proposition. You will find our cooperation of distinct value.

Established 1889

## GATCHEL & MANNING

Designers and Engravers in One or More Colors

Sixth and Chestnut Streets

PHILADELPHIA

## PHOTOPLAY MAGAZINE

"The Standard Monthly of the Movies"

NOT A TRADE PAPER

**American families**  
are attending 20,000 motion picture theatres in this country today.

We have added 100,000 circulation in ten months. This from these American families.

B. E. BUCKMAN, Adv. Mgr.

**CLOUD PUBLISHING CO.** 1100 Hartford Bldg.  
Chicago, Ill.

J. W. Wildman, East. Representative, Brunswick Bldg., New York  
Publishers of the Movie Weekly, "Movie Pictorial" 3

**Sixty Metropolitan Newspapers**  
throughout the country have  
combined for co-operation with  
the national advertiser.

**The Pittsburgh Gazette Times**  
Morning and Sunday  
**Pittsburgh Chronicle**  
**Telegraph**  
Afternoon

are members of this organization  
and their Foreign Advertising De-  
partment is prepared to extend  
active, intelligent co-operation to  
advertisers using these papers.

**Flat Combination Rate**

Of 22½ cents per line where the  
same copy is used in consecutive  
issues.

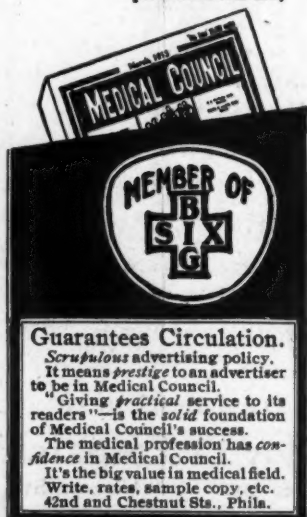
For further information address

Urban E. Dice,  
Foreign Advertising Manager,  
Pittsburgh, Penna.

J. C. Wilberding,  
226 Fifth Avenue,  
New York, N. Y.

John M. Branham Company,  
919 Mallers' Building,  
Chicago, Ill.  
Chemical Building,  
St. Louis, Mo.

**Over 24,000**  
**paid subscribers,**



**Guarantees Circulation.**  
*Scrupulous advertising policy.*  
It means prestige to an advertiser  
to be in Medical Council.  
"Giving practical service to its  
readers"—is the solid foundation  
of Medical Council's success.  
The medical profession has con-  
fidence in Medical Council.  
It's the big value in medical field.  
Write, rates, sample copy, etc.  
42nd and Chestnut Sts., Phila.

attention to what I may refer to  
as the law of inherent probability.  
The reason why this scheme suc-  
ceeded and the reason why this  
army of licensees are satisfied  
with the bargain they made with  
the Dick Company is found in the  
machine itself and in the supplies  
for the machine. If that machine  
had lacked merit, or if, after it  
had been introduced, something  
better had appeared, or if, how-  
ever meritorious the machine was,  
the supplies which were furnished  
for use on it did not work, that  
scheme would have failed in-  
stantly. The vender under such  
a selling plan is absolutely de-  
pendent on the merit of the pa-  
tented article itself. And you can  
readily see the appeal which this  
selling plan made to the public.

"For many years previously if  
a man had a patented machine  
which he wished to put in the  
hands of a licensee he adopted  
the scheme of renting it to him  
at so much a month or so much  
per year or charging him for pro-  
ducing a certain number of arti-  
cles therewith. In this case it  
would have been utterly impos-  
sible to say to the licensee, 'You  
may take this machine and pay  
us a quarter of a cent or a quar-  
ter of a mill for every copy you  
turn out.' The amount of book-  
keeping necessary would have  
made such a plan prohibitive.  
Or the licensee might be told,  
'You may have this machine and  
use it, but pay us so much per  
year.' That would have involved  
unnecessary bookkeeping, col-  
lecting and bad debts, and pos-  
sibly litigation to enforce the  
licensor's rights. Here, however,  
was a perfect system."

In answer to a question as to  
whether the Dick machine was  
originally sold at an actual loss  
Mr. Edmonds said: "Absolutely,  
but I must guard against one  
thing here. That is you must not  
take this machine and put it on  
the table and ask us as to the cost  
of producing the parts which go  
to make up the machine. If you  
do that, there would be a dif-  
ference between the factory cost  
and the purchase price which  
would look like a substantial prof-

# Circular Advertising

is the Most Effective and Economical Form of

## Publicity

by Direct Appeal to the desired class of people. The Success of any

# Circularizing Campaign

Large or Small depends upon the

## List

And our Lists have been Successfully used by over 30,000 Advertisers.

If our

## General List Catalogue

sent free upon request, does not contain information desired, write us in detail.

List Department

## Boyd's Dispatch

Beekman and Nassau Sts.

New York City

it, but that difference and more, too, have gone into the marketing of the machine. Newspaper and magazine advertising is very expensive. Covering of the country with traveling salesmen, establishing agencies, etc., all go into the total cost of the machine."

Resuming the thread of his discourse the witness said: "It is very desirable in manufacturing, and all over the world they have found it so, to keep the producer of the machine and the user of the machine in touch. That is accomplished very effectively when there is a continuing obligation of the licensee to the licensor. The machines must be kept in order so that their usefulness may be more readily realized. That is a good thing not only for the licensee, but also for the licensor. Only when their merit is realized and great use is made of them is there any call for the supplies. There is also this feature about it, that the introduction of a new machine requires supplies specially developed with regard to the needs of the machine. It is to the interest of the licensee to have such supplies as otherwise he could not realize the greatest efficiency of his machine.

"The successful marketing of a patented machine which is sold under license restriction depends not only on the merit of that machine but also on the character of the restriction itself. The moment you impose a restriction which is onerous to the licensee, so onerous, for example, as to wipe out the benefit which he would get from the patented machine, just that moment do you spoil your market. When a man asks too much he often gets nothing; and when he asks little he often gets a great deal. In the mimeograph case the A. B. Dick Company asked little and got much in return.

"Clearly the proposed law of this Oldfield bill would benefit none but the pirates. It would practically make them immune against punishment. But its enactment would mark a sorry day for the patentee, the manufacturer and the public."

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOW, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 16, 1914

**"P. I." The Louisiana  
Statute Legislature  
in passed the PRINT-  
ERS' INK Model  
Louisiana Statute, July 7,**

without amendment, and Governor Hall signed it July 9. That Louisiana is the first Southern State to pass a fraudulent advertising law is largely due to the efforts of the New Orleans and Shreveport advertising clubs, ably seconded by the New Orleans *Item*. The plan of campaign which was followed by the clubs secured the passage of the law in record time, barely two months having elapsed since the bill was introduced by Representative Manion.

An outline of the campaign was given in *PRINTERS' INK* for June 4. Its results are significant, and should prove of interest to other clubs which contemplate asking the legislature to pass the Model Statute. Instead of producing more or less theoretical reasons why the law was needed, the Louisiana clubs procured actual evidence that it was wanted by asking local merchants to sign a petition requesting that it be passed, so as to "enable honest

advertisers to compete for business on a legitimate and fair basis." Backed by the broad publicity given to the campaign by the *Item*, both editorially and in its news columns, the clubs were able to secure the signatures of the vast majority of the merchants approached. President Edwards, of the New Orleans club, in two hours, secured the signature of every merchant on Canal street, with one exception. And the latter stated that he was in favor of the law, but made it a rule never to sign petitions of any sort.

A. G. Newmyer, business manager of the *Item*, wires *PRINTERS' INK*: "We are mighty happy, and expect to build a real ad club in this part of the world." Judging from the results already secured, Louisiana is entitled to a compliment for modesty besides the credit for a job well done.

## When Antagonism Is Disloyalty

Up to a certain point it is possible to look with tolerance upon the antagonism of the sales force as regards the advertising. Salesmen and sales managers are only human, and it is natural that they should desire as much credit as may be gained for their individual efforts. But there comes a time when their unwillingness to share the glory amounts to positive disloyalty to the house.

We have in mind a concern which had been successful in building up a business without advertising. When it was well established, competitors began to advertise nationally, and it adopted advertising as a perfectly natural development of its policy. It was a necessary step in order to maintain the company's standing in the trade, and it was regarded by the management with quite the same importance as if it had been an improvement in the process of manufacture.

But the sales manager, who had grown up with the business has never ceased to regard the advertising department as a "frill," and his attitude has been transmitted through the entire sales organization. Nobody has ever been able



to convince him of the utility of the advertising either to assist in selling the goods to the jobber, or to move them off the shelves of the dealer. He is firm in the belief that the advertising appropriation represents a quite useless expense which must be added to the selling cost, and he expresses that opinion in and out of season.

If he were to be told that his attitude is one of rank disloyalty, he would probably be more surprised than angry. Yet that is exactly what it amounts to. He is certainly entitled to his personal opinions regarding matters of policy, and he clearly has a right to express them to those who, in the end, are responsible for the success or failure of the policy. If the decision goes against his opinion, he can bide his time until the opportunity arrives when he can try to change the policy. But meanwhile he must work in harmony with it; if he cannot do that he should step out.

Perhaps the new advertising manager will succeed in persuading this particular obstructionist that there is some virtue in advertising. We hope so. It is one of the advertising man's chief duties to sell his department to his own organization. But the man who cannot or will not work in harmony with the policy of his company ought to be taught to call it by its right name, which is nothing more nor less than plain disloyalty.

### **The Figures and the Facts**

In the compilation of statistics it is always reasonable to allow for a certain percentage of human error, and it is only charitable to grant a little extra margin to the over-zealous advocates of a propaganda or a "cause." Our crusaders and professional reformers seldom get their figures altogether straight, and we are inclined to overlook trifling discrepancies which are due to the heat of argument. But errors as high as 210 per cent we cannot condone, even when they are made in a pamphlet devoted to the sacred cause of one-cent letter postage.

With a view to convincing Congress of the enormity of permitting publishers to mail their issues at second-class rates, the National One-Cent Letter Postage Association is distributing a bulletin showing the "advertising receipts" of certain publications during 1913. W. H. Taylor, of the David Williams Company, New York, is authority for the following tabulation of some of the figures given, as compared with the facts:

For *The Iron Age* the Association claims \$913,536 in advertising receipts.

The actual figures were \$484,223. Error, 89 per cent.

For *Hardware Age*, \$572,000 is claimed. Actual figures, \$267,254. Error, 114 per cent.

For the *Metal Worker*, \$170,040 is claimed. Actual figures, \$107,006. Error, 59 per cent.

For the *Boot and Shoe Recorder*, \$536,640 is claimed. Actual figures, \$172,981. Error, 210 per cent.

When the subject of second-class postage comes up again at Washington, we suppose the Association's figures will be paraded in full regalia. If the rest of them are as accurate as the sample submitted, little attention is likely to be paid to them. But it is a pity that a question of so much importance to the publishing industry should be needlessly complicated with such nonsense.

### **Postponing the Clearance Sale**

National advertisers will be quite in sympathy with the endeavors of several of the merchants' associations, aided by the trade press, to postpone the times for holding clearance sales by retailers until later in the season. In certain lines, notably clothing, shoes and hats, the sale of advertised goods at standard prices has been greatly interfered with by the tendency on the part of the retailer to begin "cut-price" sales early in the season. It frequently happens that on summer goods, prices begin to be cut in July, while January 1 is generally the dead-line in the winter season, although in each case actual

weather conditions favor the continued sale of goods at regular prices and normal profits for from four to eight weeks longer.

While in some cases prices are cut on trade-marked, advertised lines, where the dealer actually sacrifices his profits, in a great many instances this does not happen, but special "job lots" of cheap goods are purchased for special offerings in the clearance sales. If this were not done, of course, the retailer could not possibly manage to meet the conditions, for, with cut-price sales covering half the season or longer, profits in the fore part would not be great enough to carry the business through the remainder of the period.

A definite movement has now been put on foot, however, having for its purpose postponement of summer clearances until late in August or early in September, when the public would still have a month of warm weather; while winter clearances, instead of being started right after January 1, would under this plan be postponed until well along in February.

That this would improve the situation for advertised goods seems to be plain, as the time during which they could be sold at standard prices would be lengthened, while their retirement into the background to make way for unbranded job lots would also be put off much longer.

In view of the prospective passage of a price maintenance measure, the movement seems to be of special interest, as the necessity of cutting prices, under the new order of late clearance sales, would not be experienced except during a small part of the selling season, instead of half or more of it, as happens in a great many cities at present.

### **Running Up the Overhead**

In a certain manufacturer's house-organ, great credit is claimed because the concern does not go outside of its own organization for assistance. It has its

own experimental and inventions departments, its own skilled chemists, its own experts on every branch of merchandising, credits and commercial law. And finally this: "We do not hire an advertising agency to write our advertising, to edit or publish our house-organ, or to prepare our literature, as is the common practice in other organizations."

Of course this is intended for the eye of the sales-force, and it may properly stimulate pride in the organization. But it is to be hoped that they do not attempt to use it as a talking point with customers. Somebody might raise the pertinent query: "What becomes of the overhead?"

According to Joseph H. Finn, of the Nichols-Finn Advertising Agency, Chicago, it costs an agency nine per cent to do a business of \$3,000,000 annually. That cost is borne, not by a single client, but is distributed among several concerns. The cost would most probably be greater on a smaller volume of business, and would not be mitigated in the least by charging it against a single product. Assuming that the manufacturer's advertising department can give him a service equal to that of the agency, what becomes of the overhead?

Most concerns have found it profitable to employ the best assistance which is available, and find that it pays to let other people help to shoulder the costs. Doubtless those were the good old days when shoes were made from toe to counter by the same workman, but shoes were expensive and some people had to go barefoot. "Outside assistance" hasn't proved to be such a pernicious thing in the shoe business, and the lack of it doesn't seem to be a very good thing to brag about anywhere else.

Warren Hadsell, secretary of the Pilgrim Publicity Association, is now associated with the Oxford Print of Boston.

The account of the Millers Falls Company, manufacturer of tools, is now handled by Frank Seaman, Inc., New York.

# In July Prepare for December

July is listing time for many advertisers.

December is the month for LIFE'S Christmas Annual which carries more color page advertisements than any other magazine. Color pages booked for position in numerical order as received.

Issue dated December 3rd, out promptly December 1st from coast to coast.

Color forms close October 1st to 10th.

All color work on coated stock.

Sells at 25c. per copy in place of 10c. Increased sales in spite of extra cost and has more readers per copy than any of LIFE'S numbers, which is saying considerable. The biggest buy of the year—no extra cost to the advertiser.

Specify LIFE'S Christmas Annual in your list.

Gee. Bee. Are.

Life's Advertising Manager, 31st Street, W., No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

## Bills to Standardize Sizes of Packages

The Size of the Proposed Container for Apples—Advertising of Apples and Other Fruits May Easily Follow Adoption of Standard Sizes—Hope of Higher Price Expressed in Hearings

*Special Washington Correspondence*

**A**DVERTISERS, particularly advertisers of articles of food, are likely to be affected to a greater or less extent should the Congress of the United States enact into law certain bills now before it designed to standardize boxes and barrels.

The influence of such legislative compulsion for the uniformity of containers will be the more potent in view of the increasing disposition on the part of advertisers to market their products in package form and by reason of the increasing disposition to capitalize to the fullest extent the advertising value of the package.

This last consideration is especially prominent in connection with the bill for a standard apple box which appears to have an excellent chance of receiving the sanction of Congress at this session or the next. It is proposed to place on the outside of each box the name and variety of the apple; the name of the packer; the name of the place where grown; and the number of apples in the box. With such information obligatory it is easy to surmise that wide-awake apple producers will go farther in utilizing their box labels as vehicles of publicity or at least will feel impelled to display as conspicuously as possible such of the above-mentioned information as redounds to their credit. Incidentally it may be mentioned that one certain effect of the establishment by law of a standard container for apples would be greatly to increase the apple box pack and it is predicted that just in the ratio that the box pack is adopted will there be an extension of advertising activities designed to create a market for the boxed apples.

Heretofore the best-known producers of boxed apples have been the orchardists of the Pacific Coast and it is significant that it has been these self-same Western producers who—buying space co-operatively or otherwise—have placed such advertising as has been done to cultivate an enlarged market for high-grade apples. Latterly, however, producers of quality apples located in the territory east of the Mississippi are showing a disposition to adopt the box pack and this inclination, they say, will be strengthened if the authority of the law is placed behind a standard apple box. Once converted to the box pack system the grower whose product goes out under his own name should be the more readily convinced of the wisdom of advertising to gain a permanent market just as has been done in recent years by the associations of fruit growers in Florida and California.

### ADVERTISING VALUE OF PACKAGE

Advertisers who are desirous of sensing the influence of the package in merchandising may be interested to observe that the hearings which have been held in Washington by the Congressional committee to which were referred the bills to establish a standard barrel and a standard box have opened up the whole subject of the package. Some criticism has been forthcoming in this connection from Dr. S. W. Stratton, Director of the National Bureau of Standards,—a division of the Department of Commerce. Said he: "One of the greatest evils that has crept into trade, so far as a measure is concerned, is the package. There is a tendency now to use the package as a measure. Although the package is a good thing, from a sanitary point of view, a good many people now look upon the package as a measure. When the package first came into use as a measure it contained two pounds and then the quantity became less and less, and by and by we got a very much smaller package, and the people began more and more to look upon

Incidental to our aggressiveness—we have engaged the services of *Wm. J. Burns, premier detective*, to aid the public in solving "The Million Dollar Mystery" that is now running in all the worth-while theatres in the United States. His articles will appear only in the

## MOVIE PICTORIAL

"The National Movie Weekly"

Not a trade paper

This has boosted our circulation. The rate is still 50 cents a line. Get in now.

B. E. BUCKMAN, Adv. Mgr.

**CLOUD PUBLISHING CO.** 1100 Hartford Bldg.  
Chicago, Ill.  
J. W. Wildman, East. Representative, Brunswick Bldg., New York  
Publishers of the Standard Movie Monthly. "Photoplay Magazine"

The Successful Sales Medium of the  
**Pacific Northwest**  
Poster Advertising in every location of  
advantage-giving maximum circulation on  
plants of the highest character & efficiency



# Foster & Kleiser

Seattle Wash.  
Portland Ore.

Tacoma Wash.  
Bellingham Wash.

these things as standards of measure, and we ought to protect the people from that sort of thing."

The proposed law would simply legalize as a container for apples a box (10½ inches deep, 11½ inches wide and 18 inches long) which has already been very generally adopted because it has been found that it will accommodate in the packing the various sizes of apples more readily than any other size box that has ever been experimented with. The standard barrel, however, would supposedly supplant that almost endless variety of barrels which have heretofore tended to cause confusion to almost all interests that operate extensively in marketing commodities in barrels. Particularly annoying has been the circumstance that different States now have different requirements as to the dimensions or capacity of barrels. The result has been a state of affairs that has made it well nigh impossible for firms to contract for all barrels under one given set of specifications and has indeed induced a chaotic condition that has prevented the free interchange of commodities.

It is pretty well agreed, however, on the part of Congressmen and the business men who have appeared as witnesses before the House Committee on Coinage, Weights and Measures that it will be necessary to adopt not merely one but two standard barrels. The cranberry producers of the country have made such representations at Washington as to the necessity for the use in their trade of a special type of barrel that it seems to be pretty well agreed that it will be simple justice to establish a standard barrel for all fruits, vegetables and dry commodities other than cranberries and at the same time formally to sanction the use in the cranberry trade of the relatively straight barrel, with little curvature at the staves up and down, which is declared to be essential for the tight packing of the cranberries and for the arrival of the product in good condition at distant markets.

That the package may be utilized as a lever for the securance

of a higher price for a product of known quality or established reputation was the interesting contention put forth by leading apple producers of the Pacific Coast who appeared as witnesses at the recent Congressional hearings in Washington. They cited their own experience to prove that the box pack is one factor in enabling the securance of the higher prices that are justified by the greater costs of production and the fact that the sources of production are, in many instances, a long distance from the markets. The establishment of a standard box is desired, however, together with the requirement for proper labeling, not merely because of the above-mentioned benefits but also by reason of the fact that it would aid producers in the apple trade to combat, in some degree, the common evil of substitution. Charles E. Whisler, of Medford, Oregon, testifying at Washington told how the reputation of Rogue River Valley apples has been pirated, remarking, "Thousands of boxes have been shipped from the coast where that name was falsely applied."

Continuing he said: "The reputation of a country for its products is a great asset and it is one that is hard earned. It represents an actual value by virtue of the advertisement gained through the integrity which is put in the package. Certain districts that have established a high reputation for apples upon the integrity of the package have had that pillaged from them by other sections which desired to take advantage of the advertisement that would come to them through the reputation of the well-known section."

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The Boston Woven Hose Company, of Boston, plans to do national advertising next year. Garden hose and rubber bands for fruit cans will be featured. The appropriation has been placed with the Walter C. Lewis Agency, of Boston.

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Preparations are being made for the Foundry and Machine Exhibition to be held in Chicago, September 5th to 11th. More than 7,000 buyers from 34 different states attended last year's exhibition.





### What does the busy editor read?

He is paid to know what is going on in the world. He reads—the daily papers for the local point of view;

Current Opinion for the broad, national presentation of the news.

Current Opinion takes the best of everything in the world's news—Art, Science, Finance, Drama, Literature, Politics—and boils it down to the compass of one handy, balanced magazine.

## CURRENT OPINION

### Dependability

Here you have an organization that works as a unit; your friend the artist in composite form, artistic temperament eliminated — The details are watched by men of business and advertising skill.

**AMSDEN & FICHTNER**  
Advertising Art  
Engineers Bldg. CLEVELAND

**"—If you can put  
originality and  
freshness into  
our layouts and—"**

So starts a new inquiry, most interesting to us for the extent and character of the work to which we may try to apply what we believe we have, and interesting because a few more volts in the advertising pages would help make the advertising pages worth all they cost.

If you, too, would try some of the untried—would let us tell the human things about you that we tell evenings to the folks—and allow the average of us to use your product as we would use it, a little more logically than you have been telling about, you may get acquainted with us, because we like to pry, perfectly obviously, perfectly new "leads," out into adv. space.



**SCHURMAN**  
ADVERTISING SERVICE INC.  
GRAND RAPIDS

Let the Weather  
Advertise You

**Q** EVERYBODY looks at a thermometer—every day—if they have one. Your ad on a *Taylor* Thermometer means intensive circulation. Every time they look at the thermometer they read your ad. It keeps pulling day after day—year after year.

Let us show you how thermometer advertising will increase your sales. Write today for samples and catalog, stating your business.

*Taylor Brothers Company,*  
204 Ames St. Rochester, N. Y.

**Dayton, O., Wants a Trade-Mark**

Manufacturers of Dayton, O., are casting about for a suitable mark or motto by means of which goods made in that city can be designated, so as to be readily recognizable the world over. A number of Dayton manufacturers, the most prominent of which, of course, is the National Cash Register Company, make goods which are distributed everywhere, and the Greater Dayton Association, of which practically all of these manufacturers are members, desires to give the city the benefit of the vast amount of incidental advertising which would flow from the use of a city trade-mark.

On the other hand, it is pointed out that the use of such a mark would also benefit the goods upon which it appears, at least after sufficient time had elapsed for it to become familiar to consumers. The idea has the full approval of the manufacturers, and all that remains to be done is to secure an appropriate symbol for the purpose.

**Join to Advertise Clean Ice Cream**

In Baltimore the Gardiner Dairy, Hoffman-Willis Company, Maryland Ice Cream Company, Hender Creamery Company, and Pikesville Dairy Company, have joined forces in an educational newspaper campaign on clean ice cream. The first ad appeared just before the new sanitary inspection law went into effect. In the center of the advertisement was a cut of the trade-mark of The Hygienic Ice Cream Manufacturers' Association of Baltimore, followed by the statement that membership in this association is a guarantee to the public that ice cream is manufactured under strictly sanitary conditions.

**Exhibit of Jewelry Products**

In connection with the ninth annual convention of the American National Retailer Jewelers' Association which will be held at the Hotel Sherman in Chicago, August 24th to 28th, there will be an exhibit of silverware, jewelry and kindred lines. The exhibit, which brings out all the newest designs and patterns, will run into millions in value.

**Change in Studebaker's Canadian Advertising**

The Canadian advertising for the automobile division Studebaker Corporation which has been handled from the Walkerville, Ont., office will hereafter be placed from the main office at Detroit.

**Matheson With Dodge Bros.**

C. W. Matheson, formerly advertising manager of the Palmer & Singer Mfg. Company, New York, has become New York district representative for Dodge Bros., Detroit.

## Engineer Suggests Scientific Copy

Frank E. Morton, acoustic engineer of the American Steel & Wire Company, told the National Piano Manufacturers' Association at its recent annual convention that piano advertising may well work along scientific lines. After suggesting that many of the old copy practices have been overworked he said:

"We must place the black and white keyboard in our kindergarten and primary schools. What will accomplish this? A popular interest in the science of acoustics, in tone composition, and this interest must start from the piano factory. How many executives and employees in piano manufactories today are aware that tone is composite? How many know that the composition of tone can be regulated by the artisan, just as colors and tints may be combined by the artist in painting a masterpiece? Add to your talk on mechanism, architecture and price concessions dissertations on tone composition. This will become the foundation upon which will be reared an artistic nation, a nation which will need mediums for the expression of new ideals."

## Good Advice, but Does It Define?

NELSON CHESMAN & COMPANY  
New York, July 8, 1914.

Editor of PRINTERS' INK:

The Chesman definition of advertising, as formulated six years ago by William Clendenin, is as follows:

To have, first, a good case, and know it;

To be able to state that case and then state it;

To deserve and to secure an audience;

To understand and to be understood;

To speak out well and truly, boldly, simply;

To be original if possible, honest at any rate;

And not quit.

I have not seen any better definition than the above, among the many that have recently been published in PRINTERS' INK.

HERBERT DURAND.

## Dining Car Gives Copy Angle

To prove that K. C. Baking Powder gives sufficient amount of leavening gas, the new advertising copy of the Jacques Mfg. Company, is illustrated with a picture of a dining car chef baking biscuits. The opening paragraph touches upon a problem confronted by every housekeeper. It reads: "Those who have had cakes ruined by jarring the stove, slamming the oven door or a heavy footstep, may have wondered how the dining car chef can turn out such marvelous biscuits." The explanation is that a baking powder must be used that continues to give off its leavening gas—that sustains the raise—until the dough is baked through.

## A Matter of Elimination

Practically every district, town and city in the country supports one or more papers. The newspaper reader can choose the one which makes the strongest appeal to his or to her idea of what consists of up-to-date news, modern service, and clean, straightforward editorial policies. In Seattle, it's the

## Seattle Times

that is first choice. And just as the public has selected it for its value to them as a news bringer, and the champion of their best interests, so have both local and national advertisers chosen it to their profit.

Steadily increasing advertising patronage and a healthy circulation growth bear eloquent testimony to the position of The Times as the "fastest growing paper in the country's fastest growing market—The Great Pacific Northwest."

Interesting information for interested advertisers on request.

## Times Printing Company

Seattle, Washington

The S. C. Beckwith Special Agency  
Sole Foreign Representatives  
New York St. Louis Chicago

## Follow-Up Man Wanted

Manufacturing concern near New York, selling direct to consumer by mail and through ten branch stores, has 13,000 customers, about as many live prospects, and general mailing list of 100,000.

Want ambitious, energetic young man who can organize records, intelligently classify customers and prospects and carry out all details of follow-up systems. Must be able to write strong, sensible personal letters.

Ability to write advertising copy no disadvantage, but is not essential.

This is an opportunity to get into a strongly established, conservative, but aggressive concern—successful and growing rapidly where hard work and ability will bring sure and rapid advancement.

Only moderate salary will be paid to begin. We don't want a dreamer or a grand-stander, but a man who is willing to work and who knows how.

State experience, present employment, general qualifications and salary desired. All communications will be considered strictly confidential.

Address "Sterling," Box 192, care of Printers' Ink.

# The Little Schoolmaster's Classroom

NOT long ago a manufacturer asked the Schoolmaster's opinion of a plan to get retail salespeople to push his goods by means of a premium system. He thought of attaching to each package a coupon of approximately five per cent in value, which could be detached by the clerk who made the sale. The coupons were to be exchangeable for merchandise premiums. The Schoolmaster's opinion was not favorable to the scheme, because he was confident that the dealer would regard the coupons as an extra discount, which belonged to himself. To a practical certainty the coupons would be removed at the time the goods were unpacked, and the boss would see to it that they were handed over promptly. Furthermore many dealers would resent attempts by a manufacturer to interfere with the internal management of their stores.

\* \* \*

As far as the Schoolmaster's investigation has gone, every similar scheme which has been tried has been abandoned, and the few concerns which have really tried it out are not inclined to talk about it for publication. Not so with the retailers, however. They are quite outspoken in condemnation. For example, Joseph Katz, advertising manager of The Hub, Baltimore, writes:

"From a little talk I have had with our buyers, I am given to know that there is very little manufacturers' influence brought to bear to push their product by means of influencing the salesmen themselves. At least with the bigger class of stores.

"Our furnishings buyer tells me that about four years ago Cluett, Peabody & Co. offered a gold watch to the salesman selling the most collars of their brand. The firm with which our buyer was connected allowed this contest to take place the first time, but wouldn't stand for it after that.

It was the cause of a lot of dissatisfaction among the clerks.

"You must remember that in a big store there is usually one particular person in charge of the collar counter for example, and how in the world could any other salesman in that department have a chance to sell the most collars? The result, therefore, was that while there was one happy clerk, there were a dozen all stirred up about the matter, realizing they had no chance from the start.

\* \* \*

"In every instance the ill-will of the concern is incurred, because no firm cares to have an outside manufacturer tell its salesmen what to push.

"I recall that about a month ago I went into a drug store to get a glass of Coca-Cola. Upon asking for it the salesman said to me, 'Why don't you try Hires?' It's pretty good."

"This suggested to me that perhaps Hires' were offering something to the soda dispensers to push their drink just about that time, and upon picking up a copy of the *Post* and reading it carefully I found I was right.

"At the time it occurred to me that this sort of work is not good for the soda fountain, if it were good for Hires'. The time to suggest a drink is before the customer has made a choice, not after. If I had asked the dispenser to suggest a drink, it would have been in good taste for him to have suggested Hires', but how could I help but think he had an axe to grind when he offered Hires' after my asking for Coca-Cola?

\* \* \*

"No maker can afford to get in wrong with the firm it is selling, and I don't see how manufacturers' incentives to clerks direct can help but get the ill-will of the proprietors of the stores themselves.

"There are a number of concerns which are conducting ad-

vertising and window trimming contests. These are not bad at all. Just about now our window director, who is very conservative, is working real hard to induce the firm to let him trim an unusual Holeproof window. Of course it is really up to the firm, but the idea of getting the window trimmer to do the talking is the proper stunt on the part of the manufacturer."

\* \* \*

In fact the Schoolmaster has

been able to discover but one way in which it is safe to try to secure the direct co-operation of salespeople, whether they are retail clerks or jobbers' salesmen. That is by making the goods *easier to sell*. It is suggested in the last two paragraphs of the letter from Mr. Katz. Window-display contests, prizes for the best advertisements run over the name of the store, etc., induce the sale of more goods, and do not interfere unduly with the loyalty of the

**The Largest Order ever placed for single-color two-revolution presses was last month received by us from The Carey Printing Company, New York City. It amounted to close to \$100,000.00 and among other machines included**

## 27 Premiers

### THE WHITLOCK PRINTING PRESS MFG. COMPANY

DERBY, CONN.

NEW YORK . . . *Fuller (Flatiron) Building* . . . 23d STREET & BROADWAY

BOSTON . . . . . 510 Weld Building . . . . . 176 FEDERAL STREET

#### AGENCIES

CHICAGO, ST. LOUIS, CLEVELAND, CINCINNATI, DETROIT, MINNEAPOLIS, KANSAS CITY, DENVER, LOS ANGELES,

SAN FRANCISCO, SPOKANE, PORTLAND, DALLAS, VANCOUVER AMERICAN TYPE FOUNDERS CO.

ATLANTA, GA. . . . . MESSRS. J. H. SCHROETER & BRO., 130 Central Ave.

TORONTO, ONTARIO . . . . . MESSRS. MANTON BROS., 105 Elizabeth St., Canada West

MONTREAL, P. Q. . . . . GEO. M. STEWART, Esq., 93 McGill Street, Canada West

HALIFAX, N. S. . . . . PRINTERS' SUPPLIES, LTD., 27 Bedford Row, Maritime Provinces

MELBOURNE AND SYDNEY, AUSTRALIA . . . . . ALEX. COWAN & SONS, LTD., Australasia

GREAT BRITAIN AND FRANCE

P. LAWRENCE PRINTING MACHINERY CO., LTD., 15 Shoe Lane, London, E. C., England

BERGHE EXCEPT GREAT BRITAIN AND FRANCE . . . WALTER KELLNER, Esq., Barmen, Germany

**SLIDES**  
HAROLD IVES COMPANY INC.  
Metropolitan Life Building New York  
**SLIDES**

## How to Use Motion Pictures in Your Business!

It's a little booklet issued in the interest of better advertising and merchandising.

Send for a copy today. It's yours for the asking.

**SMALLWOOD  
FILM CORPORATION**  
Flatiron Bldg. New York City

### POSTOFFICE STATEMENTS VS. A.A.A. REPORTS

The sworn average daily circulation of Dayton newspapers furnished to the Postoffice Department for year ending March 31, 1914, compared with the verified report of the A.A.A. Auditor for same period shows the following percentage of difference:

News	3 1/2% greater
Second Paper	36% "
Third Paper (Daily)	30% "
Third Paper (Sunday)	56% "

The A.A.A. figures: News, 30,710; Second Paper, 15,342; Third Paper (Daily) 17,271; Third Paper (Sunday) 16,974.

Advertisers may now see through the circulation atmosphere in Dayton.

### NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio  
New York, LaCorte & Maxwell, Monolith Bldg.  
Chicago, John Glass, Peoples Gas Bldg.

## Lincoln Freie Presse

### GERMAN WEEKLY LINCOLN, NEB.

Takes the place of 200 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 36 cents.

Actual average circulation 131,428



### "THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine, Chicago, Ill.  
American Journal of Surgery . . . New York  
American Medicine . . . New York  
Interstate Medical Journal . . . St. Louis, Mo.  
Medical Council . . . Philadelphia, Pa.  
Therapeutic Gazette . . . Detroit, Mich.

#### ASSOCIATED MED. PUBLISHERS

S. D. OGDEN, Sec'y, Ravenswood Sta., Chicago, Ill.  
A. D. McTIGHE, Eastern Representative,  
386 Fifth Avenue, New York.

store's employees. It is one thing to get a window trimmer to urge the installation of a display of certain goods, and quite a different story to urge a clerk to push certain goods because he, personally, is going to get something out of it. In the one case the management has the final say-so, and can veto the proposition if it doesn't suit. The other smacks of the secret rebate, and if anybody is going to get a rebate it belongs to the dealer.

If the dealer will consent to a "sales contest," well and good, but the full details of the scheme should be approved by him.

\* \* \*

The same is true with respect to the jobber. The jobber has reasons of his own for desiring to push certain goods, frequently those bearing his own brand on which he makes a bigger profit, and his salesmen are instructed to push those first. Any attempts to bribe the jobber's salesmen, no matter how skilfully contrived, are extremely likely to incur the jobber's ill-will towards the goods. But next to the "leaders," the salesman is going to push the goods which are the easiest to sell, and this is where the manufacturer can get his help. A manufacturer of textiles did it by advertising broadcast in the trade-papers and by direct mail matter, a set of out-of-the-ordinary dealer-helps. The dealer-helps became a talking point for the jobbers' salesmen, enabling them to sell the goods more easily, and without in the least impeaching their loyalty to their employers. The manufacturer *helped* instead of *interfering*, and the Schoolmaster believes that test will apply all along the line.

READERS' confidence is only enjoyed by a publication which merits that confidence in its editorial columns





## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y.  
General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

### COPY WRITERS

**Put it up to US!**

If your House Organ, Direct Advertising—Booklets, Folders, Form Letters—or what not are not all you could wish as to copy or illustration,

#### PUT IT UP TO US,

a qualified Advertising man and a trained Artist—both with years of experience in advertising. Copy and art work subject to your approval before payment is asked. Address first letter to Box EE-461, Printers' Ink.

### FOR SALE

**MAIL ORDER BUSINESS** that can quickly be made an excellent Druggist's proposition. I have to sell out at a sacrifice. \$2,500 cash buys business, good-will, trade-mark, supplies, etc. Worth \$10,000 to right man. Write or wire me at once! **JOHN D. ARTHUR**, Asbury Park, N. J.

### HELP WANTED

**EXPERIENCED EASTERN ADVERTISING REPRESENTATIVE** for high class woman's magazine. Address, giving references, "HIGH CLASS," Box EE-391, care of Printers' Ink.

**A LARGE CORPORATION** selling a high priced specialty of its own manufacture wants a clean cut man as assistant to sales-manager, not assistant sales-manager. Must be a conscientious and hard worker, willing to travel most of the time, tactful, resourceful and diplomatic in handling salesmen, a booster, not a dictator. Should be thirty or thirty-five years old and have had considerable experience in handling salesmen and correspondence with salesmen, an unusual opportunity for the right sort of man, who can demonstrate his ability to make good along lines already well defined. In replying to this AD. state full particulars as to your age, what you have done and are now doing, also salary expected, until you have proved your worth. Box EE-394, Printers' Ink.

### MISCELLANEOUS

#### Bottled Goods Manufacturers

and manufacturers in almost every line of business can effectively distribute high-class, attractively wrapped chewing gum as an advertising novelty. Your ad on every stick. All flavors. Guaranteed under Pure Food Act. Samples and prices on request. **THE HELMET AD GUM CO.**, Cincinnati, Ohio.

#### MANUFACTURERS looking for high

grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

### POSITIONS WANTED

**Philadelphia Sales Promotion Manager** who can handle a man's job. Past eight years with one of America's biggest and most successful houses. Thorough understanding of advertising, selling, sales managing, correspondence, house organs, etc. Has trained and handled salesmen and agents. Good judge of merchandise. Intensely interested in his work. Will go anywhere. Prefers community smaller than Philadelphia. 33. "YANKEE," Room 1101, Harrison Bldg. Philadelphia.

### An Able Writer and Editor

would like to hear from a trade journal or house organ with a gap to be filled. Address, Box E.E-400, care of Printers' Ink.

### CAN YOU USE THIS MAN?

27—Nine years' outside selling experience, now with a prominent trade paper, wants to make change. Excellent references. If you can use a live wire address Box E.E-396, Printers' Ink.

### AN EXECUTIVE OF EXCEPTIONAL ABILITY

and broad experience is available for immediate connection. Sales-Manager for large New York Corporation past ten years. Personal acquaintance among heads and mgrs. of big businesses throughout country. Especially successful in selling goods by mail. Refs. of the highest order. Box E.E-392, care of Printers' Ink.

### ADVERTISING WRITER and IDEA MAN

I create copy and put illustration ideas that have life, snap and punch; have enough artist ability to make real layouts; hickory nuts or almonds are equally easy for me to crack; I'll make a dead proposition; do the Lazarus act—make it "come forth," yet win the race. Got an opening for a writer and idea man of fourteen years' New York experience? ou'd like to plug, Mr. Manufacturer or Agency? Address, Box E.E-390, care of Printers' Ink.

**ADVERTISING MANAGER**—10 years' experience in handling salesmen, developing new territory and placing all kinds of advertising. Writes strong, original newspaper copy and booklets—knows how to buy printing to best advantage. Highest endorsements. Address, Box E.E-395, care of Printers' Ink.

**A MANUFACTURING EXECUTIVE** (23) with experience in the manufacture of several kinds of merchandise desires a position as factory manager or superintendent. Can get full production, keep promises, prevent confusion of orders and secure co-operation. A live wire who thoroughly understands human nature, costs, speeding production, bonuses, and improving manufacturing conditions. East preferred. Address, Box E.E-393, care of Printers' Ink.

### PRESS CLIPPINGS

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

### PUBLISHING BUSINESS OPPORTUNITY

**TO THE AMBITIOUS YOUNG MAN** with capital and experience, who desires to become a publisher, we can offer several good opportunities. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York City.

## Printers' Ink's Subscription Prices

In view of frequent requests for special rates on single subscriptions and for clubbing offers on a number of orders sent in at one time, **PRINTERS' INK** wishes to bring attention to the following, as printed on all subscription blanks:

**"Note:** A subscription to **PRINTERS' INK** for one year costs \$2, for six months \$1. For three years, paid in advance, \$5. Canadian postage; fifty cents per year extra. Foreign postage; one dollar."

**PRINTERS' INK** offers no inducement for subscriptions, outside of editorial merit and interest. No premiums, no commissions to subscription agencies, and no low rates to any individuals or organizations.

**PRINTERS' INK PUBLISHING CO.**

12 West 31st Street

NEW YORK

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

## ALABAMA

*Birmingham Ledger*, dv. Average for 1913, 19,607. First 3 months, 1914, 30,346. Best and cleanest advertising medium in Alabama.

## ARIZONA

*Phoenix Gazette*. Average gross circulation first three months, 1914, 1,336.

## CONNECTICUT

*New Haven Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 3c.; Sunday, 15,680, 5c.

*Waterbury Republican*. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 9,553.

## ILLINOIS

*Joliet Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,591.

*Peoria Evening Star*. Circulation for 1913, Daily, 21,668; Sunday, 10,876.

## INDIANA

*South Bend Tribune*. Sworn average May, 1914, 14,038. Best in Northern Indiana.

## IOWA

*Burlington Hawk-Eye*. Average 1913, daily, 8,518; Sunday, 10,518. "All paid in advance."

*Des Moines Register and Leader-Tribune*, daily average May '14, 49,224; Sunday, 48,595. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

*Washington, Eve. Journal*. Only daily in county. 2,803 subscribers. All good people.

*Waterloo Evening Courier*, 56th year; Av. dv. 1913, 9,331. April daily aver. 14,783.

## KENTUCKY

*Louisville Courier-Journal*. Average 1913, daily, 30,669.

*Louisville, The Times*, evening daily, average for 1913 net paid \$1,838.

## LOUISIANA

*New Orleans Item*, net daily average for 1913, 8<sup>4</sup> 464.

## MAINE

*Augusta Kennebec Journal*, daily average 1913, 10,657. Largest and best cir. in Cent. Me.

*Bangor Commercial*. Average for 1913, daily 16,610.

*Portland Evening Express*. Net average for 1913, daily 19,537. Sunday *Telegram*, 12,002.

## MARYLAND

*Baltimore News*, daily. News Publishing Company. Average 1913 — Sunday, 56,888; daily, 16,733. For June, 1914, 78,752 daily; 56,915 Sunday.



The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

### Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

*Boston Evening Transcript* (©©). Boston's ten table paper. Largest amount of week day ad.

*Lynn Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,338; 1913, 18,873. Two cents. Lynn's family paper. Covers held thoroughly.

*Salem Evening News*. Actual daily average for 1913, 12,498.

*Worcester Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Largest ev'g circ.

## MICHIGAN

*Detroit Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 81,231

## MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

*Minneapolis Farm, Stock and Home*, semi-monthly. Actual average for first 3 months, 1914, 109,000.





Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 169,163.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 126,602.

### NEW JERSEY

Camden, *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,738.

### NEW YORK

Buffalo, *Courier*, morn. Ave., 1913, Sunday, 103,249; daily, 61,769; *Evening*, evening, 47,856.

Buffalo, *Evening News*. Daily average, for 1913, 93,379.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1913, 7,383.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

### NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (c) av. Mar., '14, 8,094. *Semi-Weekly Sentinel*, av. Mar., '14, 7,174.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,064. For June, 1914, 126,845 daily; Sunday, 194,844.

### PENNSYLVANIA



Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 22,801; 23,887 av., June, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia, *The Press* (c) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,969; the Sunday *Press*, 170,667.

Washington, *Reporter and Observer*, circulation average 1913, 13,078.



West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 13,136. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, eve. net, sworn, av. for 1913, 19,187. "Charter Member A. A. A."

York, *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1913, 21,628—sworn.



Providence, *Daily Journal*. Sworn ave. net paid for 1913, 19,004 (c) (c). Sunday, 30,494 (c) (c). *The Evening Bulletin*, 47,002 sworn ave. net paid for 1913.

Westerly, *Daily Sun*. S. E. Conn. and S. Rhode Island Sun to every 7 persons. Aver. cir., 1913, 6,690.

### SOUTH CAROLINA



Columbia, *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,826. Jan., 1914, average, daily and Sunday, 22,614.

### VIRGINIA

Danville, *The Bee* (eve.) Average, June, 1914, 8,544.

### WASHINGTON



Seattle, *The Seattle Times* (c) is the metropolitan daily of Seattle and the Pacific Northwest. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. Aver. daily cir. last six mos. 1913, 67,080; Sunday, 86,887. In March, 1914, the *Times* beat its nearest competitor by 363,524 agate lines.

Tacoma, *Ledger*. Average year 1913, daily and Sunday, 21,581.

Tacoma, *News*. Average for year 1913, 20,610.

### WISCONSIN

Janesville, *Gazette*. Daily average, June, 1914, daily 8,545; semi-weekly, 1,338.

Racine (Wis.) *Journal-News*. Daily average circu. Jan. 1st to Dec. 31st 1913, 6,352.

### ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1913, 4,713.

### SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, for 1913, 13,381. Largest circulation in Saskatchewan.

# Want-Ad Mediums

## CONNECTICUT

**NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

## MINNESOTA

**THE Minneapolis Tribune,** Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 111,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## NEW YORK

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## (◎◎) Gold Mark Papers (◎◎)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ◎.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

## ILLINOIS

**Bakers' Helper** (◎◎), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Inland Printer**, Chicago (◎◎). Actual average circulation for 1912-13, 17,266.

## MASSACHUSETTS

**Boston, American Wool and Cotton Reporter.** Recognized organ of the cotton and woolen industries of America (◎◎).

**Boston Evening Transcript** (◎◎), established 1830. The only gold mark daily in Boston.

**Worcester L'Opinion Publique** (◎◎). Only French daily among 75,000 French population.

## MINNESOTA

**The Minneapolis Journal** (◎◎). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (◎◎) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (◎◎), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (◎◎). Specimen copy mailed on request. 253 Broadway, N. Y.

**New York Herald** (◎◎). Whoever mentions America's leading newspapers mentions the New York Herald first.

**Scientific American** (◎◎) has the largest circulation of any technical paper in the world.

**New York Tribune** (◎◎), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

**The Press** (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1913, sworn net average, Daily, 79,969. Sunday, 170,667.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (◎◎), only morning paper among 600,000 people. "The R. I. Bible."

## TENNESSEE

**The Memphis Commercial-Appeal** (◎◎) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

## WASHINGTON

**The Seattle Times** (◎◎), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

**The Milwaukee Evening Wisconsin** (◎◎), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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## ADVERTISING RATES

\$120 double page

\$60 a page

\$30 half page

\$15 quarter page

Smaller space, 35c per agate line—Minimum, one inch

# Circulation

The successful publisher of today realizes that to build up and especially to maintain circulation he must give his readers the best newspaper it is possible to produce. Of course, a good circulation manager is needed, but he shouldn't be expected to make bricks without straw.

*The Chicago Tribune* maintains a Syndicate Department from which all newspapers in the United States and Canada, except in its own circulation territory, may obtain at a nominal price the best features that it is possible for money to buy. This department, unlike the average newspaper supply syndicate, is not run primarily for profit. Not a single feature is handled except what goes into *The Tribune*. If it's not good enough for *The Chicago Tribune* to publish, it's not good enough to sell. This rule absolutely insures a high standard of excellence.

These features include Comics, Fashion Pages, Sport Pages, Moving Picture Stories, Cookery, Beauty Culture, Foreign Letters, Talks to Women, Cartoons, etc., by the best artists and writers that money will secure.

The price of the service is also a most attractive feature.

*Send for samples and full particulars.*

## The Chicago Tribune

The World's Greatest Newspaper  
(Trade Mark Registered)

### Syndicate Department